

FOR

CARDIFF

**13TH EDITION
NEWSLETTER**



2022



EXECUTIVE DIRECTOR'S INTRODUCTION

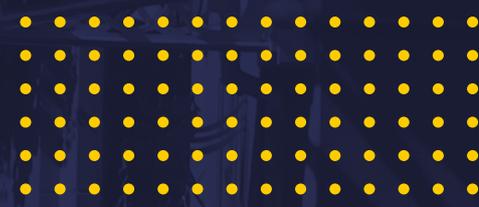


How refreshing it has been for anyone who works in, lives in or visits Cardiff to see the city centre's old vibrancy back in earnest over the last few months. Graduation ceremonies, concerts seemingly at every turn on most nights, whether large or small (and the large have been very large!), people fully embracing the huge increase in outdoor eating and drinking provision, and the influx of more new businesses than many would have expected has been fantastic to see. There is however a sense that trading conditions will get much worse and the feedback from businesses is one of trepidation and hope that key decisions regarding the economy will be made amidst turbulent times. FOR Cardiff will continue to advocate on behalf of city centre businesses during this uncertain period.

Our recent Summer Networking event at the Clayton Hotel was a huge success with many people enjoying the novelty of face-to-face networking across all sectors. Such events are something that

businesses have said that they want to do more of in a bid to make up lost time as they enhance their contacts locally – we are happy to oblige so watch out for future events that you can attend. One such event will be the launch of our new app to help employees of FOR Cardiff businesses enjoy discounts and previews through The Card. With 40,000 cardholders already enjoying the benefits of this scheme we want to increase this and ensure that more businesses promote any new products, menus, services and discounts without necessarily needing to have a physical card on you when spending in city centre businesses.

It has been great to see Church Street looking so good following a series of investments, the plans for St. David's side of the Hayes with new businesses as well as on Queen Street opposite Churchill Way as investors see the potential of the hook that is the new Canal Quarter which is set to be unveiled in early 2023.



After helping to set the Cardiff BID up and play an active role in its success over the last 5 1/2 years, we say goodbye to one of our Directors, Neil Wicks, Chief Operating Officer / Deputy Director General at the National Museum of Wales who has recently retired. Neil was an excellent board member - challenging, scrutinising and providing valid suggestions and ideas throughout his term. His input will be missed, and we wish him a well-deserved retirement.

The recruitment and retention of staff will have been an issue for so many city centre businesses recently and FOR Cardiff are no different. Part of our work has been to ensure that we internally promote internally a range of company benefits which extend beyond the traditional norms. We have also brought the team along this process as well, asking them what they

feel would be beneficial to their working day to ensure that they remain efficient, enthusiastic and valued. We have packaged the softer benefits of working with FOR Cardiff into a reference booklet for staff and this has been well received. For anyone looking to do the same and look after their staff by telling them how they do it, please let us know and we will be happy to share our experiences.

Enjoy the rest of the summer and don't forget to support your city centre businesses,

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

BUSINESS STATISTICS

(1ST APRIL - 30TH JUNE)



79
Safe Place
Locations



Additional
Income
£14,600



We provided in person training for **41**
members of staff to the value of: **£2855.50**

Upcoming Courses:



HABC Emergency First
Aid at Work



Conflict
Management



Mental Health
Awareness



Level 2 Food
Safety



HABC
Principles of Fire
Safety



Online courses
available now

Gift Card Sales - **£2,500**

Gift Card Redemptions - **£2,900**



BUSINESS STATISTICS

THE CARD EVENTS SCAREDY CATS CAFÉ BAR

- Rated **4.7/5** by guests
- Rated **4/5** by Scaredy Cats Cafe
- There were **61** attendees
- We had **17** businesses attend
- There were **129** new sign-ups to The Card
- Fully booked within 48 hours
- Social media promotion **4,611** reach, **274** engagements, **2687** reel & TikTok views



NICK JR. TOUR

Participants were asked to complete a survey post event to be in with a chance to win a £40 gift card voucher.

- Average event rating of **4.6/5**
- When asked **94%** said they would attend a similar event again
- Over **93%** said they would recommend the event
- We reached **6,416,752** through PR
- We received **7** pieces of coverage



BUSINESS FEEDBACK



REVOLUTION

“

Contacted FOR Cardiff with regards to some issues on Womanby Street with cleanliness, they got straight back to us and had the street cleansing team out! Brilliant service from them all, thank you.

– **Shaye Svikeris, Manager, Revolution**

”

“

Since starting here at Sleeperz I have found FOR Cardiff to be an invaluable benefit, this has ranged from street cleaning outside the hotel to the incredible training opportunities offered that we are currently reviewing with the team, not to mention the fantastic money off benefits on offer throughout Cardiff.

– **Glyn Walker, General Manager, Sleeperz**

”



WENDY HOPKINS
FAMILY LAW PRACTICE

“

The engagement team recently invited us to attend the exclusive “The Card” event at Scaredy Cats Café Bar – the event had great food, great drinks and great company. I will definitely go back to the venue following on from the event - especially for another Espresso Martini! Looking forward to the next one.

– **Gabriella Evans, Solicitor, Wendy Hopkins Family Law Practice**

”

“

We’ve worked with FOR Cardiff for the past few years. Our staff make good use of the card, particularly the NCP discount. We’ve also used their cleansing services in the past and our staff love attending their exclusive “The Card” events. The fact that we get exclusive VIP invites to the newest places around town is so great, and just shows how much Cardiff is blooming, and is a great place to live and work.

– **Madelaine Rogers, Community Manager, Monzo**

”



monzo

MORPHE

“

Working with FOR Cardiff has given us the opportunity to build our brand awareness throughout the city and put ourselves in front of a new audience of people who may not have otherwise known who we were!

– **Katie May, Morphe**

”

TEAM UPDATES

NIGHT MARSHALLS

- There was an **8%** increase in the number of people being supported into taxis by the FOR Cardiff Night Marshalls in May, June and July 2022 compared with the same 3 months in 2019.
- In total in the last 3 months, they have assisted **47,588 people** at the 3 locations – Mill Lane, Greyfriars Road and Wood Street.
- Although Wood Street's usage was lower due to the works taking place in this area during this time, the combined numbers for Mill Lane and Wood Street were up **8%**. Those supported in Mill Lane alone was up **40%** on the same 3 months in 2019.



CLEANSING TEAM (APR 1ST – JUNE 30TH)

- **28,134** metres washed
- **740** pieces of chewing gum removed
- **150** painting tags removed
- **50** gallons of floor cleaner used



TEAM UPDATES



WELCOME TO OUR NEWEST BUSINESS ENGAGEMENT OFFICER, MAX

Our new Business Engagement team are the key link between FOR Cardiff and the businesses who fund us. Their role is to make sure that levy payers are getting the best return on their investment. Each member of the team looks after a specific sector and they work closely with the businesses in that group to make sure they are fully up-to-date with relevant projects.

Max joined the team in April and is our retail specialist, he's your first point of contact for anything relating to FOR Cardiff and retail – to book a meeting with Max or any of the team please email info@forcardiff.com or contact them directly.

- Business Engagement Manager & Office / Professional Services - Rhian@forcardiff.com
- Office / Professional Services - lesha@forcardiff.com
- Retail - Max@forcardiff.com
- Hospitality - Daytime Economy & Accommodation - Rick@forcardiff.com
- Hospitality - Night Time Economy - Mathew@forcardiff.com

AWARD NOMINATION

Associate Director Carolyn Brownell was nominated for 'Rising Star' category at the Welsh Women's Awards, and was awarded a Highly Commended in her category. Many levy payers were amongst those short-listed so a huge congratulations to those women and businesses.



DELIVER

CARDIFF AGAINST BUSINESS CRIME (CABC)

CABC Business Crime Reduction Partnership (BCRP) held its annual general meeting in July at The Royal Hotel where Rory Fleming, Chair of CABC and Estate Manager of the Morgan Quarter, presented his annual report.

In a summary of work undertaken in the past year he gave updates on the transition from the DISC Intelligence and Incident sharing intranet to the new SentrySIS system, the launch of the offenders Exclusion scheme, Safe Places, and the BCRP's contribution to successful awards including the Purple Flag accreditation and Community Alcohol Partnership (CAP), Best CAP for work in reducing alcohol related harm in the 17 -25 age group.

CABC is seeking new members for its board, applications from women and members of the LGBTQ+ community are particularly encouraged. Expressions of interest to join the CABC Board of management should be addressed to cabc@forcardiff.com or by telephone to 02921 627804.

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



**Exclusion
Scheme**

CityNet

CABC

Cardiff Against Business Crime

WWW.CARDIFFABC.COM



CITYNET RADIO

The CityNet public safety radio network monitored by a police officer 24/7 at County Hall now has 244 users registered. To ensure it remains an effective tool in city centre safety management and following feedback from our service users and from the Purple Flag accreditation assessors, a review is underway with our police and council partners around the staffing arrangements for the monitoring of transmissions.

It is also the intention of the partnership to develop and host a CityNet user forum. Should you wish further information on CityNet or to express an interest in joining the user forum please contact cabc@forcardiff.com.



EXCLUSION SCHEME

Business membership of the Exclusion Scheme supporting retailers and licensees to effectively self-manage theft and anti-social behaviour offenders in the FOR Cardiff area continues to build since its launch in April. It means that if someone is banned from one premises who has signed up to the Exclusion Scheme, they are banned from all other participating businesses

We are some way off the critical mass of stores engaging in the scheme to fully realise its full potential and it remains the top priority of the team to recruit businesses. Exclusion Scheme window stickers and/or payment point 'till wobblers' are available to identify that a business is an exclusion scheme member. The scheme is fully insured and compliant with GDPR and Data Protection and our police partners are keen to receive and share intelligence administered through our bespoke SentrySIS intranet to drive down city centre crime. If you wish to join the scheme or find out more, please contact our Business Crime Reduction Officer Chloe@forcardiff.com



CARDIFF ACHIEVES THIRD PURPLE FLAG ACCREDITATION

FOR Cardiff have successfully renewed their Purple Flag accreditation after evidencing for a third time that the city has a diverse, safe, and enjoyable offering between the hours of 5pm-5am.

Led by the Association of Town and City Management (ATCM), Purple Flag is a scheme that recognizes excellent city centre management at night, similar to the Blue Flag for beaches and the Green Flag for parks.

Cardiff has held the accreditation since 2019 and this year the city underwent a full renewal application led by FOR Cardiff and involving partners including South Wales Police, Cardiff Council, British Transport Police and Cardiff Licensees Forum.

Cardiff was scored against five core standards – wellbeing, movement, appeal, place, and policy along with the partnership's response to the Covid-19 pandemic.

The Purple Flag Assessors praised the return of the Night Marshals and Street Pastors and described Cardiff's Alcohol Treatment Centre as a "paragon of best practice".

Purple Flag assessors comments

Commenting on the city’s pubs and bars, the Assessors said:

“They are overwhelmingly well-run to Purple Flag standards, and increasingly offer entertainment, either by music or by ‘competitive socialising’ such as golf, or even axe throwing.”

Recent investment into al-fresco dining has contributed to Cardiff’s diverse leisure and hospitality offering with the Assessors saying:

“A positive and creative approach has been adopted in retaining and expanding the outside seating spaces in many premises, which has proven popular with customers, enhanced accessibility and contributed to a positive ‘vibe’ in the city centre.”

Overall, Cardiff has responded well to the unique challenges of the COVID-19 pandemic, creating a solid platform for sustainable recovery.

The Purple Flag Assessors said:

“Cardiff has demonstrated significant resilience during the uniquely challenging circumstances of the recent Covid pandemic and associated lockdowns. The clear resurgence of enthusiasm and optimism from front line staff, business owners and partnership leadership demonstrate the effectiveness of the hard work and shared objectives in recent times.”



HEADING HOME ALONE?

Scan the QR code to know the 'Safe Places' along your route

#SafePlacesCardiff



SAFE PLACES

As well as having 79 businesses signed up to be Safe Places for the public to use in their time of need, awareness of the scheme is absolutely crucial. This is why FOR Cardiff works on comprehensive social marketing of the scheme promoting downloading of the app, as well as bilingual social ads which were seen nearly 100,000 times during the spring campaign.

If you’re interested in becoming a Safe Place, go to our website and download our business pack which outlines what is involved and includes a short training video. The more locations we have the more powerful the scheme becomes so please consider your office, pub, shop or venue as our next sign up.

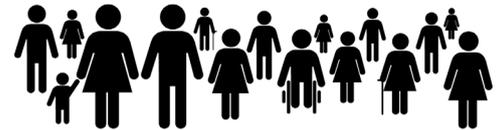
CARBON LITERACY

The FOR Cardiff team have recently received their Carbon Literacy accreditations. Carbon Literacy is a worldwide initiative which provides learners with an understanding of climate change and the links to human action. The course also requires participants to commit to individual and group actions to address their impact on the climate.

In partnership with Cynnal Cymru we are now delivering a unique Cardiff Carbon Literacy course which will be delivered to our members over the coming months and years. A part of this course will involve generating ideas for local interventions that FOR Cardiff can help deliver to assist in the transition to a greener economy. If your business is committed to a more sustainable future then this is a key opportunity for your team.

You can register your interest in taking part in the Cardiff Carbon Literacy course by contacting your Business Engagement Officer or emailing info@forcardiff.com

Carbon Literacy Project



CYNNAL | SUSTAIN
CYMRU | WALES

STUDENT SAFETY BUS

The student safety bus is out and about playing a vital service in student safety. Since September 2021 when the academic year began they have assisted almost 2000 students in getting to a place of safety after an evening or night out. FOR Cardiff have committed to helping to fund the bus which is partly staffed by South Wales Police Student Volunteers until at least March 2023.

Student Liaison Officer PC Michael Neate said:

“ This initiative has once again enabled us to identify those in vulnerable circumstances and most at need, and get them safely back to their homes or the Alcohol Treatment Centre. ”



ENHANCE

NICK JR. TOUR

In Easter 2022 FOR Cardiff collaborated with St David's Dewi Sant to bring to the Nick Jr Tour to Cardiff.

15 characters made of toy bricks filled the shopping centre and thousands of children and families flocked to Cardiff to enjoy this free school holiday activity. Crucially the feedback from accompanying adults and the surrounding businesses was excellent with an average event rating of 4.6/5, 94% said they would attend a similar event again and 93% said they would recommend the event.

Quotes received from businesses included:

**"They loved the Nick Jr trail, felt it really boosted town life and footfall."
- Yankee Candle**



**"Brought customers in and noticed an increase in footfall. They would love to see it return."
- Sketchers**



**"They said it was brilliant. Have not noticed an increase but love it for families and kids. It can be a bit distracting when customers are in store. Buy they would love to see it return."
- Fragrance shop**

**"Noticed more people in the centre. There was an absolute increase in footfall. They would 100% like to see it again. It wasn't just for kids. Lots of adults for involved."
- Fossil**

**"They were thrilled with the tour and all feedback was positive. It really helped increase their footfall and sales. She said it'd be great if things like that could happen more often, especially in the school holidays as it helped their business so much."
- Mallows**

**"They loved the Nick Jr trail and got more families in store. Would like to see something similar again."
- Hotel Chocolat**



**"Biggest impact overall. They said they were a lot busier than usual. Even for a holiday. It has massively increased footfall and sales. They would love to get involved in the future. They said it was amazing for a day and they would love to see it return. Overall, it was an extremely positive experience for them."
- Lego**

THE CARD

THE CARD APP

Following extensive feedback from businesses and their employees FOR Cardiff will be launching an app version of The Card this September.

There are already over 40,000 cards in circulation and we are very excited to see how a digital version of The Card can both expand its usage but encourage event more businesses to add their own offers, events or experience to the 1000's of city centre workers.

FOR Cardiff was fortunate enough to receive a grant from Welsh Government towards this project of £25,000, meaning that we're able to deliver an iOS and Android version of the app with log in functionality, event and offer listings as well as a digital version of The Card so users don't need to carry around another card in their wallets or purses.

THE CARD APP LAUNCH - SOLD OUT



FOR CARDIFF

JOIN US TO CELEBRATE THE LAUNCH OF THE CARD APP

Revolución de Cuba
RUM BAR • CANTINA

Be the first to experience our brand new app and enjoy

**Complimentary Drinks | Free Buffet |
Cocktail Fountain | Live Cuban band**

Thursday 8th September 5:30-9pm.
Revolucion De Cuba, The Friary, Cardiff CF10 3FA
RSVP to thecard@forcardsiff.com by 31st August and
include any dietary or accessibility requirements.

THE CARD EVENTS SCAREDY CATS CAFÉ BAR

Following the sell-out event at Heidi's Bier Bar in March, FOR Cardiff organised a preview of an exciting new independent businesses, Scaredy Cats Café Bar, as an exclusive event for holders of The Card.

In May, over 60 members attended the preview of the venue, the evening before it opened to the public. Guests enjoyed complimentary food and drinks, sampling the café's menu, craft beer and cocktails.



THE LATEST CARD OFFERS

10% OFF CARDIFF WINE PASSPORT

10% OFF BED AND BREAKFAST AT RADISSON BLU

1 IN 10 PEOPLE GO FREE AT MEETINGS IN RADISSON BLU

2 FOR 1 COCKTAILS AT PIEMINISTER

EXCLUSIVE SUMMER LOAN OFFER

Exclusive summer loan offer for FOR Cardiff members during August 2022

FOR CARDIFF

029 2087 2373 www.cardiffcu.com

EXCLUSIVE CORPORATE DRINKS PACKAGE AT HEIDI'S BIER BAR

10% OFF SUNDAY LUNCH AT PARK PLAZA HOTEL DURING AUGUST

3 FOR £10 ON TAPAS AT REVOLUCION DE CUBA

25% OFF MAINS AT REVOLUCION DE CUBA



PHOTOGRAPHY COMPETITION

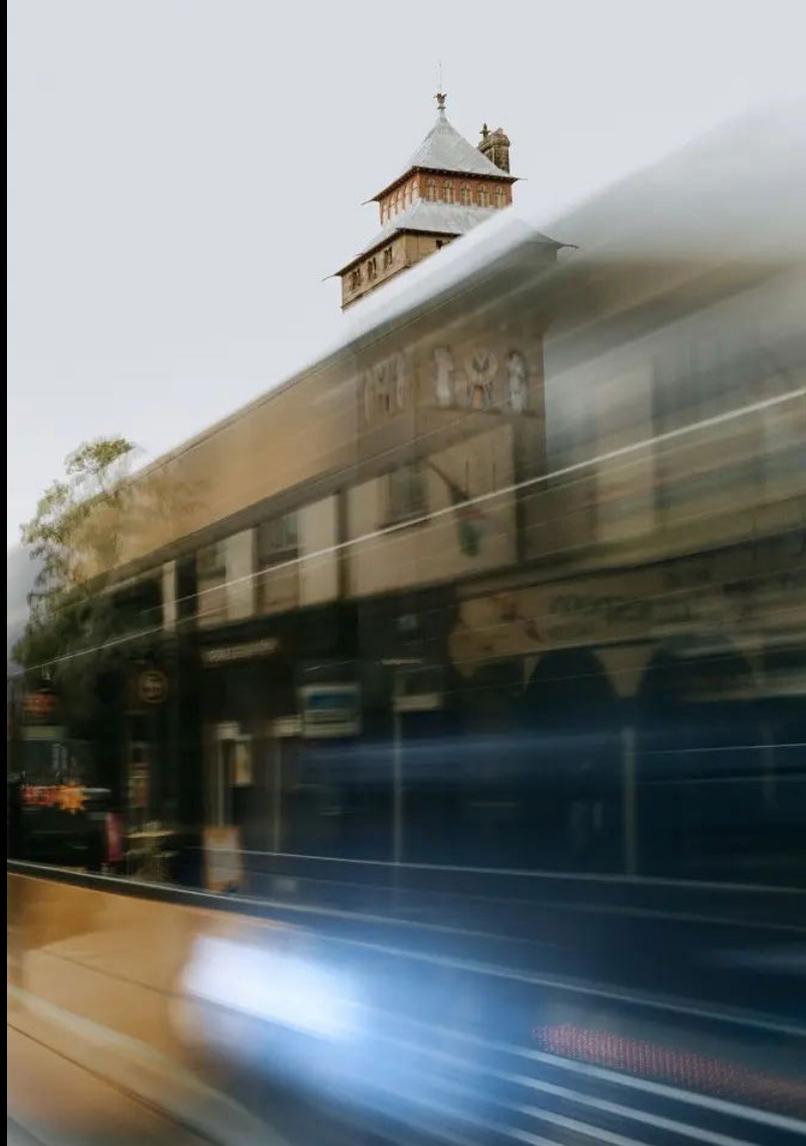
We ran a photography competition called 'Abstract City' through our City of Arcades Instagram channel which asked photographers to capture the uniqueness and character of Cardiff city centre.

We had an amazing response with over 500 entries. We short-listed the entries to just five photographs which were put to a public vote. Over one week, 2,277 members of the public voted for their favourite image. An abstract image of Castle Street by photographer Tom Damsell received the most votes and was named the winner. As part of his prize, Tom received a paid commission to capture images for City of Arcades' channels.

INFLUENCER ACTIVITY

We are working with influencers to promote Cardiff's unique independent businesses. We commissioned Jane Cook @hungrycityhippy to write a blog on how to shop sustainably at Cardiff Market. She put her advice to the test at the Night Market event in May. We also commissioned Instagram influencer Gwen Mathews @ohgetstuffed to promote how people can spend the four day bank holiday weekend in Cardiff city centre, highlighting where to eat, drink and shop.

Total reach: **17,922**
Total engagement: **972**
Businesses promoted: **21**



CARDIFF ARCADES WEEK

We are excited to reveal that we are running City of Arcades Week from Saturday 29th of October to Friday 4th November 2022, coinciding with the October half-term school holidays. The campaign will raise awareness of Cardiff's unique history and showcase the 'then and now'. Expect stories from Cardiff's past, a city-wide trail, and family-friendly events.

Building on the success of City of Arcades Day in 2019, the campaign will launch with an event on Saturday 29th October with in-store events and exclusive discounts. The first City of Arcades Day attracted more than 206,000 visitors, increasing footfall by 6% and sales by 63% for participating businesses.

We are asking businesses in the arcades to get involved by submitting an offer or hosting an event. Please email info@forcardiff.com or get in touch with our Business Engagement team by October 14th.

The Cardiff Arcades Week business pack will be available on the [downloads](#) section of the website.



HAPPY TO CHAT BENCH

To mark Mental Health Awareness Week, we installed a 'happy to chat' bench in St John's Gardens to encourage the public to connect with one another, reducing isolation and loneliness. The bench is painted green to represent the green ribbon – the international symbol of mental health awareness and the text on the bench is bilingual to encourage conversations in Cymraeg as well.



The Rev'd Canon Sarah Jones of St John The Baptist, Cardiff said:

“The newly installed bench in St John's Gardens offers a place for people to sit and talk with others amongst the beauty of nature in the heart of the city. St John's is known for being a very welcoming, diverse, and inclusive church and anyone is very welcome to come in or attend for a service.”

Adrian Field, Executive Director of FOR Cardiff said:

“Since re-opening St John's Gardens in 2018, FOR Cardiff has used the green space to encourage the public to connect – whether that's through live music, Christmas activity or the installation of a St David's Day daffodil arch. The happy to chat bench is another way we are engaging with the community in Cardiff city centre while also highlighting the importance of conversation to our mental health.”

HANGING BASKETS & PLANTERS

40 3 tier planters

210 Hanging baskets

12 Permanent tubs being filled in Churchill Way.



GIFT CARD

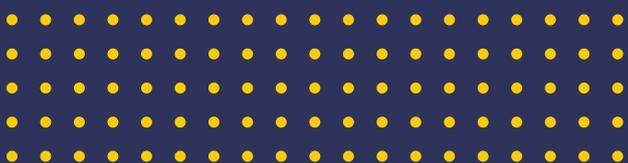
Our gift card scheme continues to deliver spend directly into city centre businesses with £6,500 worth of cards spent already this year and £10,000 sold.

The Botanist have become the most recent new business to sign up to the scheme, joining the likes of John Lewis, Wally's Deli, The Philharmonic and the Park Plaza in taking advantage of the benefits of being involved.

FOR Cardiff businesses continue to be eligible for discounts on bulk orders of the gift card starting from just £500. Please email info@forcardiff.com if you are interested in signing your business up to accepting the gift card or making a purchase.

Businesses may feature in our marketing campaigns to promote use of the gift card.

Our Father's day campaign had a reach of 21,438 and over 32.6K Google ad impressions.



MAKE THEIR DAY

This Father's Day give them the perfect day out at over 80 shops, cafés, bars and restaurants with A Gift Card FOR Cardiff

www.cardiffgiftcard.com



SUMMER NETWORKING

On July 14th, we held a networking event for member businesses at the Clayton Hotel Cardiff. 56 people attended from 26 different businesses. Guests had the opportunity to mingle and make new connections with fellow businesses. Our Business Engagement team were also there to raise awareness of our member benefits and help businesses submit offers to The Card ahead of the app launch.

Feedback from the event was very positive with many businesses saying that the event facilitated new opportunities.

“The event was extremely useful as a new business to help us facilitate new connections with the businesses around. A really convenient event and a very friendly environment”

– Matteo Cutrupi, Bunkhouse



PWSH

The new PWSH installations which are now on display in the Capitol Shopping Centre have been well received by the media and the public. The re-imagining of the project includes work from 4 original PWSH artists: Blandoodles (Beth Blandford), Bean Head (Amber Forde), Noble Sol (Temeka Davies), and MARCA Design (Marcus Smith). The reinstatement was covered by a variety of sources including BBC Radio Wales and WalesOnline. Alongside the work of the established PWSH artists this installation also saw a collaboration with young people from ACT training programme who learnt from the artists throughout the installation and saw a temporary gallery of their own work installed at the end of the installation week.

If you are interested in providing a space for public art in the city centre on your business premise please email info@forcardiff.com to let us know.



SAFE PLACES CAMPAIGN WINS MULTIPLE NATIONAL AWARDS

In October 2021 FOR Cardiff launched a Safe Places campaign to encourage users to download the app before they went on a night out, particularly focusing on female safety. The stunt to highlight this important initiative was to use light up billboards.

Over the last few months this campaign has received national recognition from the Association of Town and City Centre Management (ATCM) 'Best Branding and Marketing Campaign', PRCA 'Best Charity Not for Profit Campaign' and a highly commended from The Marketing Society. Whilst the Marketing Society was not technically a win, FOR Cardiff was up against Tesco, Channel 4, Sheba and Bombay Sapphire so to receive a highly commended against global brands with budgets of millions is something the team is very proud of!



CARDIFF COMMUNITY ALCOHOL PARTNERSHIP WINS NATIONAL AWARD

Cardiff Community Alcohol Partnership (CAP) has received a national award for its work promoting safe drinking among the city's student population.

CAP co-chair Ian Tumelty, Business Crime Reduction Manager at FOR Cardiff and coordinator of the Cardiff Business Partnership Night-Time Economy Group, was at CAP's celebration event at Westminster in June to receive the award.

The award was presented by Miles Beale, Chief Executive of the Wine and Spirit Trade Association. He said:

"I am delighted to present this award for work in reaching out to 18-25 year olds to Cardiff CAP, which has worked so hard to reduce anti-social behaviour, alcohol-related violence and health risks from high levels of intoxication among students.

The Cardiff CAP was set up in 2018 – the first to address alcohol use in the student population – working alongside the universities and college, students' unions, police, Cardiff Council, the Cardiff and Vale Local Public Health Team and the night-time economy.

Cardiff CAP is a fantastic example of the power of partnership to bring together and build a fantastic range of resources, training and support to encourage the positive health and wellbeing of its student population. Many congratulations to Lauren, Ian and to Cardiff CAP."



REPRESENT

THE CITY AMBITION FUND

The City Ambition Fund opened for applications for the first time in May. The £50,000 pot was created in response to feedback from our members that they would like to see a clearer process for the allocation of external funds. The fund was received extremely well generating a higher number of strong applications than we were able to fund. We're excited to see the first wave of funded projects start to come to life. They are:

Cardiff Wine Passport – Offering a novel way for people to discover independent, city-centre venues serving great wines

Food Cardiff – Showcasing the city centre businesses making Cardiff's food scene more sustainable – and highlighting how businesses can help Cardiff become one of the most sustainable food places in the UK

Winding Snake – A new short documentary film from award winning Cardiff based film-makers focusing on the Welsh Ballroom Community

Cardiff Bookshop Map – Exploring Cardiff's independent bookshops and reading rooms by mapping their buildings and tracing the associations that emanate from them

Theatr Iolo, HOOF! – A magical outdoor show for all the family coming to Hills Street from August 16th to 18th

Cardiff Cargo Bikes – Introducing Cardiff businesses to the opportunities presented

by cargo bikes and helping encourage a shift to more sustainable transport options

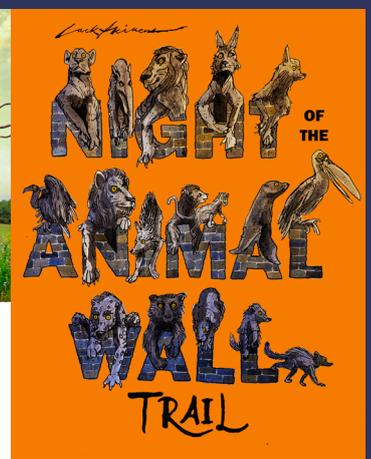
Night of the Animal Wall by Jack Skivens – An interactive experience combining a city centre trail and the tale of the creatures of the Animal Wall coming to life

Legacy in the Community – The funding of a research project as a part of the City 4 All initiative identifying ways to make Cardiff more accessible for its residents, visitors, and business community

Cardiff Street Pastors – Additional funding to train new volunteers to support vulnerable people in Cardiff's evening and night time economy

The Clayton Hotel – Working in partnership with other businesses in the area to deliver additional improvements to the public realm

If you would like to be informed of the next round of the fund please email info@forcardiff.com to register your interest.



COMMUNITY OWNERSHIP

In advance of the Senedd elections in 2021 we published our Recovery Manifesto for Cities and High Streets – the recommendations we laid out in this document are central to our vision for Cardiff and we make an effort to champion them in our wider work. One of the key recommendations is to ‘empower communities to take charge of neglected or mismanaged spaces and prevent the destruction of socially relevant structures’ and to ‘protect and strengthen cultural assets in city centres’. We have recently acted in line with these beliefs on two fronts:

a. Music Venue Properties investment: FOR Cardiff have invested £1,000 in an innovative Crowdfunding campaign which seeks to purchase 10 grassroots music venues across the UK to secure their sustainable futures. The £1,000 will purchase 5 shares in the newly established community benefit society and alongside demonstrating our commitment to the principle of protecting cultural venues in urban spaces should pay a return to FOR Cardiff to allow us to continue investing in Cardiff city centre.

b. Senedd Community Assets response: the Senedd recently ran an inquiry into community assets and associated powers in Wales. FOR Cardiff submitted a response to this inquiry highlighting the opportunities that increased community powers could create to help address entrenched urban issues. The response focussed on the relative lack of such

powers in Wales as opposed to the wider UK and in particular the inability of communities locally to currently tackle issues of absentee landlords allowing their properties to fall into disrepair. The full response is available to download from our website.

RESEARCH

FOR Cardiff have been working with New Economics Foundation Consulting to better understand the impact we have on Cardiff city centre and its businesses and to allow us to measure that impact over the current BID term. This work has involved engaging with the business community as well as Cardiff residents and will allow the team to more efficiently gauge the return on the investment that levy payers make in our work. The full research report will be available to download from our website soon.

FOR Cardiff also commissioned the Local Data Company to look at the city centre’s retail mix by type of business, long term vacancy rates and the churn of units. This helped us get a better understanding of where the city is post pandemic and the direction that some trends are moving to aid our decision making. This information has been shared with commercial property agents and other partners involved in inward investment. If you would like more information on this or would like to be sent the weekly city centre footfall reports that are commissioned by Cardiff Council and which we analyse, please email adrian@forcardsiff.com

THE CARD EVENT - SCAREDY CATS CAFÉ BAR



GET THE MOST OUT OF YOUR MEMBERSHIP

✉ info@forcardiff.com

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