



CARDIFF

**14TH EDITION
NEWSLETTER**



2022



EXECUTIVE DIRECTOR'S INTRODUCTION

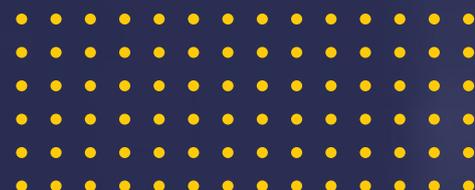


We have had 3 different Prime Ministers since our last newsletter, and the roller-coaster ride of what support there is for businesses continues to be subject to change to the point that anything I write now could be out of date by the time you read it.

What is certain however is that businesses need help with keeping their overheads down and to attract and retain staff. We have been proactive in these fields by collaborating with partners to help deliver a recruitment fair for any of our levy paying businesses to attend and have a stall at free of charge. Detail on how the last event went is included later in this document but be reassured that we will be running these again based on their success to date.

We have supported businesses by ensuring that they are on the best tariff for their utility bills. A day long drop-in session and month long follow up with The Place Support Partnership has helped some businesses save money as a result and we will continue to identify ways in which we can proactively assist you in such an uncertain period.

We encourage businesses to have their say in two pieces of important consultation that we will also be representing you on. The views of the ever contentious issue of business rates plus proposals for the legislation for a new Visitor Levy to potentially be introduced in Wales are currently out for feedback from businesses. We have already spoken to a number of businesses individually or



via the Hoteliers Association and Licensees Forum but if you want to let us know your views get in touch via info@forcardiff.com. We also encourage businesses to respond to these consultations directly.

Each quarter we undertake a vacancy rate audit and encouragingly, the number of empty units in the FOR Cardiff area has reduced in October from July from 15% to 14%. Some of these are not actively on the market and demand for retail space in Queen Street for example is high according to commercial agents. We continue to welcome a number of new businesses to the city centre who clearly see that in their research to identify suitable sites and locations, the proposition that Cardiff offers is compelling enough for them to invest here.

Finally, I am delighted to welcome Nia Wood-Gaiger (nia@forcardiff.com) to our team as Projects Manager. Nia will lead on our additional cleansing contract and associated operational queries, as well as any transport and environmental initiatives that we will be running or supporting. Formerly of Keep Wales Tidy and a trustee of Cynnal Cymru, she is already getting her teeth into a range of important work

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 JULY - 31ST OCTOBER)



79
Active Safe
Places



Additional
Income
£12,300



We provided in person training for **74**
members of staff to the value of: **£5347.67**

Night Marshalls



3 locations
Mill Lane, Greyfriars
Road & Wood Street



Assisted
52,175 people
into taxis

Cleansing Team



266
Graffiti Tags
Removed



42,905 Square
Metres of Street
Cleaned

387 Pieces of Chewing
Gum Removed



8.75 Gallons
of Graffiti Gel
Used



52 Gallons of
Citrus Gel Used

25 Gallons of
Paint Used

72 Gallons of Fresh
Disinfectant

Gift Card Sales - **£6,240**

Gift Card Redemptions - **£3,390**



BUSINESS FEEDBACK



“

We contacted FOR Cardiff to arrange for their cleansing team to carry out a jetwash in the car park at our premises. They arrived the following day and did a very thorough and efficient job for us – thank you to all concerned.

–Sue Harvey, Senior Admin Officer, St David's Children Society.

”

“

As Monmouthshire Building Society are new to the city centre, we were delighted to invite the Business Engagement Officers from FOR Cardiff to present to the team, making sure we were all fully aware of FOR Cardiff and their services. We're looking forward to working with FOR Cardiff in the future, supporting local initiatives and utilising the benefits and opportunities available to us.

– Sally Williams, Flagship Branch Manager, Monmouthshire Building Society.

”



**Monmouthshire
Building Society**

“

We have really enjoyed working with FOR Cardiff and showing our brand partners all the benefits that they have on offer. I know some of our brands have used their training courses to develop their teams. Personally, I have benefitted from their networking events and have made great contacts in the city through them. FOR Cardiff have always been supportive to us and our brands and we look forward to continuing to make our brands aware of the benefits they offer.

– Richard Stephens-Knott, Assistant Centre Director, St David's Dewi Sant

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**St David's
Dewi Sant**



TEAM UPDATES

WELCOME TO THE TEAM NIA

Nia Wood-Gaiger joined FOR Cardiff in September as our Projects Manager.

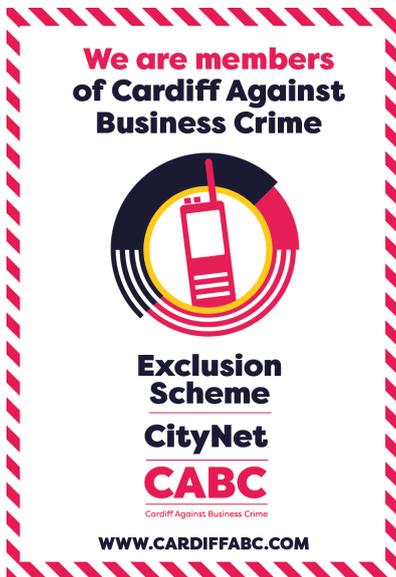
Nia is fluent Welsh speaker and studied Media Production BA bilingually at University of South Wales. Since graduating in 2012, she's worked for several not-for-profits within the environmental sector specialising in digital media, events, and project management. During the creation the Future Generations Commissioner role, Nia was seconded to set up an online presence for the Commissioner's office and has since supported voluntary organisations such as Public Affairs Cymru with brand and marketing.

With a keen interest in sustainability of businesses and a low carbon future, Nia sits on the board of trustees for Cynnal Cymru.



DELIVER

CARDIFF AGAINST BUSINESS CRIME (CABC)



Cardiff Against Business Crime (CABC) Business Crime Reduction Partnership bid farewell to its Chair Rory Fleming who stepped down at the November board meeting as he is relocating in the new year. Rory has steered the partnership through the difficult circumstances of the pandemic and his wealth of experience as senior key stakeholder in the management of the city centre were a huge asset to CABC. The Board members recorded their thanks for his sterling work and wished him well in his new role.

CITYNET RADIO

The CityNet radio network continues to grow with 222 subscribers and is one of the very few schemes in the U.K. where a police officer monitors the radio 24/7. To support these users CABC has created a CityNet User Forum to capture the feedback from the CityNet Public Safety radio users from both the retail and night-time economy. We are pleased that Sayonara Prendergast from the managerial team at Kiwi's in St Mary Street has agreed to chair these bi-monthly meetings.



EXCLUSION SCHEME

CABC has adopted an exclusion scheme for persistent retail offenders to prevent them entering premises where our members have signed up to the initiative - if an offender is excluded from one premises because of repeat theft, threats of violence or incidents of anti-social behaviour then they are excluded from all. Members display the CABC exclusion window sticker and/or till notices to indicate their membership of the scheme and it is administered through the SentrySIS™ intelligence and incident recording system. We are working with the South Wales Police's designated anti-social behaviour officer for Cardiff, PC Darren Johns, to build profiles on repeat offenders to provide evidence for exclusions and to make referrals for consideration of applications for Criminal Behaviour Orders before the Magistrates' Court.

For more information on the exclusion scheme or wish to join, please email cabc@forcardiff.com or telephone 02922 672804



SAFER STREETS FUND

FOR Cardiff partnered with the Cardiff Community Safety Partnership to bid for the Safer Streets Funding administered by the Home Office. We were delighted that the pot granted to the city was £750,000 which will be used to develop initiatives around public safety with a particular emphasis on reducing violence against women and girls.

FOR Cardiff will receive part of this to deliver three projects as well as support a graffiti removal project funded to partners:

1) SAFEGUARDING STAFF FOR CLUBS AND BARS.

A pilot programme will commence in the new year where funding will be available to provide safeguarding staff within night-time economy (NTE) premises. The role will focus on the welfare and safety of customers. These staff will wear identifiable uniform and undergo bespoke safety and vulnerability awareness training.

2) CITY CENTRE LGBTQ+ NIGHT-TIME SAFETY RESEARCH

Research will take place to explore the experiences and feelings of the LGBTQ+ community in relation to personal safety in the city centre. It will also investigate suggestions of under reporting in respect of assault and homophobic abuse. This research will generate an action plan to drive meaningful change.

3) GRAFFITI REMOVAL INITIATIVE

Cardiff Council and South Wales Police have been granted funding to purchase a mobile CCTV camera for deployment to graffiti hotspots to identify and prosecute offenders. South Wales Police Cardiff & Vale have also appointed a Chief Inspector as lead for reducing graffiti and a PCSO within the city centre neighbourhood team will have the operational responsibility day to day recording and investigation of offences under the supervision of the neighbourhood Sergeant.

Additionally we are keen to highlight our established FOR Cardiff practice of swift graffiti removal by our deep cleansing team when reported by our members together with evidence of a police crime report to all our businesses. We wish to promote a zero tolerance of graffiti in the City Centre and an increase in reporting will help us achieve that.



Calls for the services of the deep cleansing team can be made by email to info@forcardiff.com or telephone on 02920 314770. Crime report numbers to include in the request can be obtained at www.south-wales.police.uk/ro/report/ocr/af/how-to-report-a-crime/ Unfortunately, we are still seeing a spate of graffiti tags in and around the city but are encouraged by the fact that businesses are increasingly happy to report anything on their property to the Police before the FOR Cardiff cleansing team remove it. We are also reacting to requests quicker than ever before thanks to our dedicated team. If you do have an incidence of graffiti, please report it to the police. If you then inform Nia Wood-Gaiger our new Projects Manager at nia@forcardiff.com, we will get it cleaned off quickly.

4) WOMEN'S NIGHT SAFETY CHARTER

Cardiff is a safe city, but too many women feel unsafe when travelling, working or going out at night. Inspired by the London Night Safety Charter, the Women's Safety Network, which FOR Cardiff's Associate Director, Carolyn Brownell, Chairs, will roll out a charter in the new year asking organisations to sign up to simple set of pledges, ranging from nominated champions for women's safety, training staff to believe women when reporting and how those reports are responded to, and designing spaces to make them be and feel safer for women at night.



SAFE PLACES

National Recognition

The Safe Places organisation is UK wide with tens of thousands of Safe Places initiatives across different towns and cities. The Director of the scheme, Andrew Culkin, reached out to FOR Cardiff this summer to request that they use the campaign launch of our scheme as an exemplar for existing and new locations looking to sign up.

Andrew was quoted as saying:

"The FOR Cardiff Safe Places campaign was transformative in terms of how Safe Places are promoted and found in time of need."

Safe Places offer support to help people both keep safe and feel safe; knowing there are Safe Places nearby gives people the confidence to go out knowing help is available if needed.

The inclusion of the QR codes on the posters and the drinks coasters that were distributed to venues across Cardiff, introduced the free Safe Places Apps to thousands of people who may never have known so much help and support was available.

We are encouraging all Safe Place scheme operators across the UK to adopt this innovative approach of FOR Cardiff, so everyone can learn where their nearest Safe Places are ahead of possibly needing to find one; or in necessary to easily find a Safe Place in time of need."

South Wales Police Partnership and FOR Cardiff are collaborating to support and sign-up businesses across the County

of Cardiff who are a part or wish to join the Safe Places scheme. If you're not a FOR Cardiff member and based outside of the city centre and wish to join Safe Places please let us know and we'll put you in touch with your local PSCO who will go over the joining process and training with you.

Pride Cymru

During August FOR Cardiff supported Pride Cymru via the design, print and distribution of bespoke pride posters, hundreds of which were delivered across the city to ensure everyone who wanted to celebrate in Cardiff that weekend could do so safely.

We also supported Pride Cymru by bringing 3 balloon arches to the gates of St Johns Gardens which was on the route for the parade during the celebrations.



Supporting the most vulnerable

We have recently reached out to people in supported living to make them aware of the Safe Places scheme. We've provided Mirus and similar companies with posters and information about the scheme which has been shared directly with vulnerable people around Cardiff who use the City Centre as a place to socialise and attend events.

RECRUITMENT FAYRE

September saw almost 50 businesses and partners take part in a recruitment fayre that FOR Cardiff organised along with Careers Wales and Cardiff Council's Into Work team.

Held at the Capitol Shopping Centre 483 people attended with great feedback from many of our participating levy paying businesses.

FOR Cardiff encouraged as many businesses as possible to take a stall and highlight their vacancies and funded the marketing of the event. It is expected that there will be similar events in 2023 which FOR Cardiff will continue to be involved in.



Gyrfa Cymru
Careers Wales



into
work
advice
service

STUDENT SAFETY BUS

The Student Safety Bus really kicked back into life with the return of students for the new academic year in September. In the months of September and October they assisted 314 students to ensure that they got home quickly and safely. Operating on Wednesday, Friday and Saturday nights it provides help to anyone who needs it. Patrolling the city centre, the Police Student Volunteers on the bus identify lone, vulnerable individuals and gets them home or to the Alcohol Treatment Centre safely.



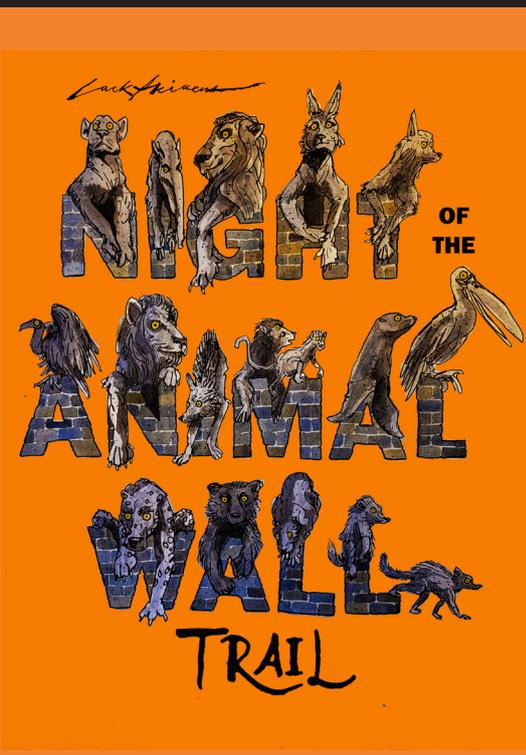
ENHANCE

CITY OF ARCADES WEEK

Between Saturday 29th October to Friday 4th November, Cardiff celebrated its identity as the City of Arcades with 107 offers and events, the Night of the Animal Wall sculpture trail, and a historical picture trail.

The campaign launched with a City of Arcades Day celebration which saw live music, walking tours, poetry, and drag performance in the arcades. Events continued across the seven days with free arts & crafts, booking readings with Jack Skivens - author of the Night of the Animal Wall and a Night Market event at Cardiff Market. All coinciding with the October half-term holidays.

City of Arcades Week encouraged families to visit Cardiff to enjoy the events and discounts on offer. The campaign was promoted through an extensive advertising campaign which included out of home advertising in Bristol, Bath, Swansea, and Bridgend as well as Cardiff



STUDENT WELCOME

Each year, thousands of students arrive in Cardiff from around the globe to study, live, and make their mark. Many of these students come to call Cardiff 'home' – and with this campaign we looked to utilise current students' talent and love for the city, to help welcome the next multi-cultural generation of students.

To best showcase the breadth of talent that already exists in Cardiff, we invited students to submit a piece of artwork that embodies the spirit of Cardiff, with the chance to have their artwork exhibited across the city.

We coordinated the creation of a photographic project with local award-winning student photographer Laurie Broughton. Laurie provided us with a wonderfully diverse body of photography that truly reflects the multicultural and international student body of Cardiff.

The campaign launched the week of the 19th September, with the city centre media campaign, PR, social media, and video content going live. This coincided with the beginning of Freshers fortnight. The total reach of the campaign was over 1.8 million and received thousands of comments across social from students globally applauding the inclusive nature of campaign.



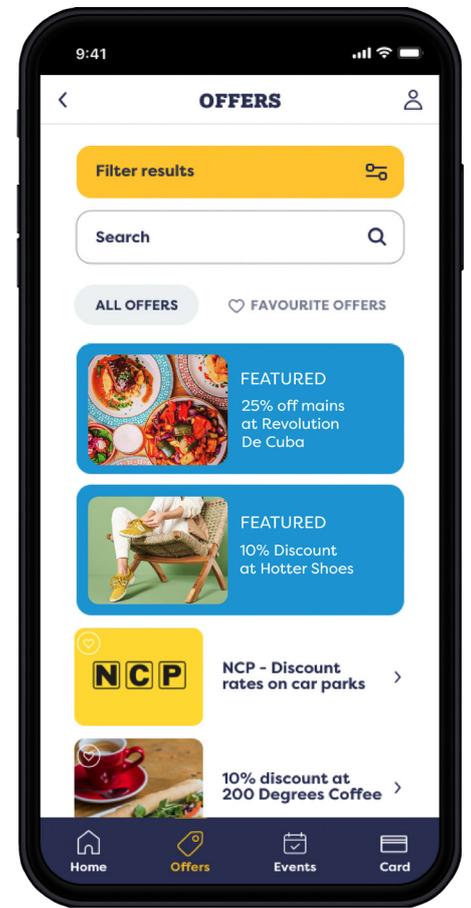
THE CARD

THE CARD APP

The long awaited and requested app for The Card is finally here, and was launched in early November and available on Android and the App Store. Users are able to not just see a list of offers but also to store their favourites, filter by type and geographical location as well as a full events listing.

On the week of the launch we were delighted to work with The Cocktail Club where we ran a competition allowing anyone who registered for the app in the first week to win a year's supply of cocktails. This was enormously popular and we thank the hundreds of you who downloaded the app at that time and encourage everyone to do so.

Physical copies of The Card are still available but we are actively encouraging businesses to push the app as an option for your staff. We have designed a business toolkit for internal comms teams with assets available to promote its launch, you can find it at www.forcardiff.com/the-card-app. If you need anything bespoke for your intranet, e-news or staff room please just get in touch via lloyd@forcardiff.com

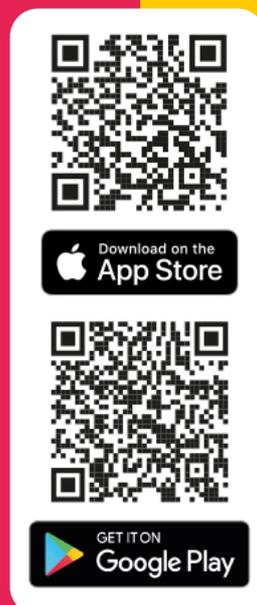


THE CARD APP IS HERE!

WIN A YEAR'S SUPPLY OF COCKTAILS FROM THE COCKTAIL CLUB CARDIFF WHEN YOU DOWNLOAD AND SIGN-UP TO THE CARD APP*.

*AVAILABLE TO EMPLOYEES OF FOR CARDIFF MEMBER BUSINESSES ONLY. NEW SIGN-UPS ONLY.

SCAN TO DOWNLOAD OR VISIT WWW.FORCARDIFF.COM/THE-CARD



*Please note that the Competition closed on 17th November but you can still download the app

THE CARD EVENTS

The final member event of the year was a Beaujolais Day event for The Card members at The Cocktail Club in collaboration with Morphe.

On 17th November, 100 guests enjoyed complimentary cocktails and free make-up sessions by Morphe's professional make-up artists. Guests had exclusive access to the top floor of The Cocktail Club so they could celebrate Beaujolais Day with their colleagues.



THE LATEST CARD OFFERS



20% OFF ALL FOOD AND DRINK AT THE LIVE LOUNGE



2-4-£12 ON ANY COCKTAILS AT BE AT ONE



25% OFF AT ESCAPE ROOMS CARDIFF



BOOK HENDRICKS AFTERNOON TEA AND RECEIVE A GUEST PASS FOR LAGUNA HEALTH AND SPA



25% OFF DRINKS AT TONIGHT JOSEPHINE



10% OFF AT WAGAMAMA CARDIFF



10% OFF EVERYTHING AT SUGAR BOX ST DAVID'S



25% OFF DRINKS AT THE COCKTAIL CLUB



10% DISCOUNT AT PAPERCHASE

ARTS AND CULTURE

SPORTS INSTALL

To mark the autumn rugby internationals and celebrate Wales' first Football World Cup appearance since 1958 FOR Cardiff installed a new piece of temporary public art in Central Square. The lenticular mural celebrated Wales' musical as well as sporting heritage honouring Calon Lân favoured by rugby crowds from one angle and football fans Yma o Hyd from the other.



MINTY'S GIG GUIDE

After funding the original and highly successful Minty's Gig Guide in 2017, FOR Cardiff were only too pleased to develop the project to include an online resource for people wanting to search for what live music is taking place where and when in the city.

October saw the official launch of the platform at the Cardiff University School of Journalism, Media and Culture. One of the aims of the Guide is to get 100,000 people who live, work or study in Cardiff to attend a live gig that they might otherwise have missed. Our contribution also helped to secure further funding from Creative Wales, showing the leverage a BID's involvement can have in delivering projects.



GIFT CARD

Our well-established gift card programme continues to grow with new businesses joining recently including Apple, Paperchase, and Cotswold Outdoor.

Sales of the gift card through cardiffgiftcard.com are up 170% in the year to date compared to 2021.

FOR Cardiff member businesses continue to be eligible for discounts on gift card orders in excess of £500 making the card a great way to reward your staff or clients over the festive period.

Margaret Waters, General Manager of the Park Plaza said,

'We used the Cardiff gift card to reward our staff here at Park Plaza because the wide range of participating businesses means everyone who receives a card will be able to spend it on something they like. Cardiff gift cards are a great way to show your support for the local economy as they can only be spent right here in the city centre.'

If you would like to discuss a bulk gift card order, or if you'd like to sign your business up to accept the gift card please get in touch via info@forcardiff.com



Paperchase


COTSWOLD
outdoor



AWARDS AND ACCREDITATIONS

Having already won the Wales and Southwest PRCA Dare Award for best Charity/Not for Profit for our Safe Places campaign we were thrilled to win the PRCA Grand Prix Award showcasing the best from across the UK.

FOR Cardiff were also pleased to receive their British BIDs accreditation certificate at their recent annual conference. A rigorous process to ensure that FOR Cardiff is operating effectively and appropriately ensured that we have been independently judged for accreditation which runs through until 2024.

PRCA
 **DARE**
AWARDS
 | **2022**
GRAND PRIX



REPRESENT

THE CITY AMBITION FUND

The first round of projects supported by the City Ambition Fund is well underway with some of them having wrapped up already.

CARDIFF WINE PASSPORT

Between 7th August and 15th September 9 city centre venues participated in the Cardiff Wine Passport. The passport delivered £10,800 of direct spend into participating venues as well as driving additional spend on food and non-passport drinks. The passport went down very well with its 600 users with this rave review from Callum Paine summing up the project and its benefits up,

“My wife and I completed our first passports last night, and will start our second ones tonight, with a shared fifth passport ordered last night. This has been a brilliant way to promote the indies in Cardiff, and will change the way we eat and drink in the city forever. Curado and Vermut were wonderful - absolutely phenomenal service from both and will become regular spots for us.”

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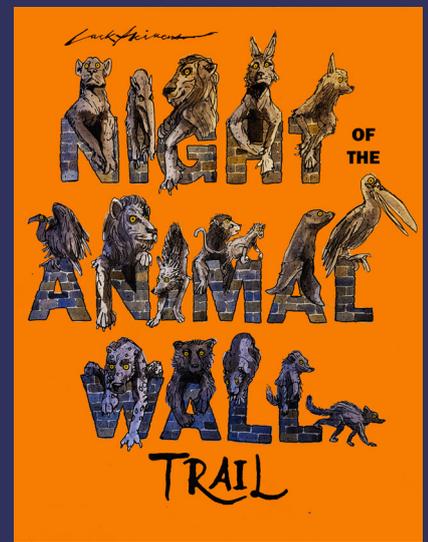
CARDIFF STREET PASTORS

The Street Pastors received a grant to train an additional 15 volunteers and expand their operations to cover Saturday as well as Friday nights. Since receiving their grant five new volunteers have completed their training and are patrolling as trainee Street Pastors, four have completed their full training and are qualified Street Pastors. The Street Pastors are currently patrolling one in four Saturdays and have recruited two new team leaders, when the team leaders have completed their training patrols will be further expanded on Saturdays.



NIGHT OF THE ANIMAL WALL TRAIL

Jack Skivens' Night of the Animal Wall trail was originally a City Ambition Fund application. We worked with Jack to turn his original application into a bigger piece of work as a part of the City of Arcades week campaign, providing a great family friendly boost to our own campaign and widening the reach of Jack's own project. We're hopeful that we can work collaboratively like this with further fund applicants in the future.



Some of the successful projects from the first round of the City Ambition Fund are still in development. Keep an eye on the FOR Cardiff channels to hear more about developments from Winding Snake Productions, Cardiff Cargo Bikes, The Clayton Hotel and more.

The City Ambition Fund will continue to open periodically during the current FOR Cardiff term. The next scheduled round of funding will open soon and in response to information gathered through our equal opportunities monitoring process this round will include a ring-fenced funding allocation for projects led by people from black, Asian, and minority ethnic backgrounds. For more details on the fund please get in touch with us via info@forcardiff.com

BUSINESS HEALTH CHECK SESSIONS

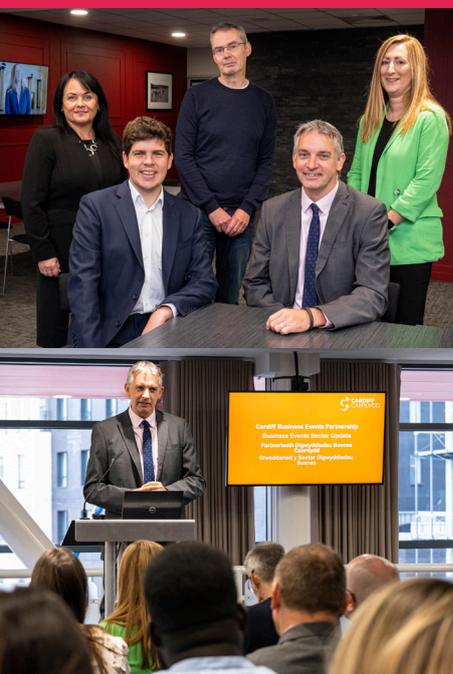
FOR Cardiff helped to host a business health clinic providing free advice on identifying savings, navigating the current energy crisis, and how achieve the best value on services. This support is still open to all city centre businesses regardless of FOR Cardiff membership and is available until the end of 2022.

Contact PSP directly on info@placesupportpartnership.com or 0333 0156 289 for free advice.

CARDIFF BUSINESS EVENTS PARTNERSHIP (CBEP)

As Chair of the Cardiff Business Events Partnership, Adrian welcomed over 40 delegates to an annual meeting held at the Principality Stadium. Kerrin McPhie, Chief Executive of the Meetings Association spoke of the situation in the UK whilst Richard Smith, one of the UK's most prominent business events researchers presented his work on how Cardiff was faring.

Faye Tanner from the Meet in Cardiff team provided an outline of the Partnership's short and medium term plans. These included more virtual tours of venues and accommodation providers, funding to support familiarisation visits to entice more businesses events to Cardiff, attendance at more Trade Shows and events promoting our businesses and the city as a great place for a business event to take place.



THE CARD EVENT - PHOTOS FROM BEAUJOLAIS DAY



Thank you to everyone who attended the event.

To stay up to date with our events and more, sign up our e-newsletter at www.forcardiff.com



GET THE MOST OUT OF YOUR MEMBERSHIP

✉ info@forcardiff.com

@ forcardiff.com

📞 02920 314770

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

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

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