



**FOR**  
 **CARDIFF**

**ANNUAL**

**REPORT 2021-22**



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# CHAIR'S WELCOME

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With the pandemic behind us, we'd all hoped that the business environment would return to something approaching normal. But with an uncertain political environment and a cost-of-living crisis there is no escaping that it remains a challenging time for businesses. This has meant that FOR Cardiff being innovative, collaborative, and working together for the collective good has never been so important.

We have no agenda other than the improvement and success of all businesses in the city centre, making Cardiff a better place for all. As your business improvement district (BID) there is no better organization placed to do this for you than FOR Cardiff.

Over the last year we have taken the opportunity to take stock and as place makers to get back to basics, ensuring that the city centre we know and love is clean, safe, friendly and vibrant whilst being bold and creative in reanimating spaces and launching new and exciting projects - examples of which fill this document.

The pandemic showed us that when communities come together that the effort and energy can improve the

lives of those around us. All of FOR Cardiff's projects have been improved immeasurably by the contribution, effort and experience provided by the city's businesses and we thank all that have taken the time to help us fulfil and exceed on our business priorities.

The team, Board, and I are all looking forward to the next chapter, for this city over the coming years and being pioneering in helping drive businesses in Cardiff forward. Thank you for taking the time to read our Annual Report, if you would like to become more actively involved with FOR Cardiff, please do not hesitate to get in touch with myself or the team.

**Huw Llewellyn (Admiral)**  
Chair of the FOR Cardiff Board



# EXECUTIVE DIRECTOR'S INTRODUCTION

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This Annual Report covers the period December 2021 to November 2022. It was a period which started with the Omicron variant wreaking havoc with the Christmas activity in the city and ended with concerns over the widest set of issues I have ever encountered. This was the first year of our second term and whilst much work has been done in continuing the popular, everyday tasks such as Night Marshals and additional cleansing, we have been busily undertaking new work much of which will bear fruit in 2023.

This year we welcomed Helen Morgan, Centre Director at St. David's Dewi Sant to the board as well as a host of new faces on our various sub-Committees. We also launched a new Commercial Property sub-Committee which brings a range of expertise and experience around the table to identify opportunities for inward investment and getting businesses into

vacant units. I would like to thank Mark Brace, James Waugh and Neil Wicks for their time and valuable input on the Board of Directors. Before moving on to new roles, and in Neil's case retiring, they have all helped to guide FOR Cardiff to its many successes and supported the businesses community that makes Cardiff the great city centre that it is.

As you will see in this report, we continue to deliver a wide variety of high quality, well thought out projects and have ensured that we have focused on projects that businesses stated that they wanted and which are in our Business Plan. We have also been agile and responded to the demands placed on us and the opportunities that have arisen.

I hope that this report confirms the value of FOR Cardiff to you as levy payers. We will continue to listen and act in your best interests especially in these most testing of times.

**Adrian Field**  
Executive Director



# BOARD OF DIRECTORS

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**Huw Llewellyn**  
Admiral  
(Chair of the Board)



**Cliff Vanstone**  
John Lewis  
(Vice Chair)



**Gemma Aitken**  
Lush



**Laura Davies**  
Cardiff University



**Helen Morgan**  
St David's Dewi Sant  
(appointed June 2022)



**Nick Newman**  
Blue Bell  
(Chair of Licensees Forum)



**Bruno Nunes**  
Peppermint



**Leanne O'Brien**  
Capital Law



**Ken Poole**  
Cardiff Council



**Phil Sheeran**  
Cardiff International Arena



**Margaret Waters**  
Park Plaza Cardiff

## Resigned

James Waugh – St David's Dewi Sant (April 2022)

Neil Wicks – National Museum of Wales (July 2022)

Mark Brace – South Wales Police & Crime Commissioner's Office (November 2022)



# 2021-2022 IN NUMBERS



## SAFE PLACES

Number of Safe Places – **79**  
Posters printed – **190**

## NIGHT MARSHALS

Greyfriars Road – **10,599 people assisted**

Wood Street – **26,223 people assisted**  
(over three times the capacity of Cardiff International Arena)

Mill Lane – **90,462 people assisted**  
(over twice the population of Merthyr Tydfil)



## TRAINING

First Aid – **111 attendees**  
Food Safety – **12 attendees**  
Mental Health Awareness – **16 attendees**  
Fire Safety – **19 attendees**  
Carbon Literacy – **8 attendees**  
Number of Highfield Courses Issued – **41**



## CLEANSING TEAM



**93,468** metres washed  
That's over ten times the area of a Premier League football pitch



**485** graffiti tags removed  
**64.75** gallons of paint used  
**329** gallons of ghost gel  
**116** gallons of floor cleaner  
**86** gallons of fresh disinfectant  
**82** gallons of citrus gel  
**10.5** gallons of highway cleaner

**“ 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.

# EVENT STATS



## FOR YOU WEEK



**33**  
Events

**94%**  
of attendees  
said they would  
like to see FYW  
delivered again

Average rating  
for business  
training was

**4.8/5**

**100%**  
of attendees said the  
event had a positive  
impact on their  
wellbeing

**70%**  
of users were new  
customers on average

**100%**  
of businesses that took  
part said they would  
partake again

## ST DAVID'S DAY

PR reach: **348,000**

Influencer engagement:  
**74,296** impressions

**1,361** engagements



## BRICKLIVE NICK JR. TOUR

Average event rating: **4.6/5**

**94%** would attend a similar event again

**93%** said they would recommend the event

**6,416,752** PR reach

**7** pieces of PR coverage





## CITY OF ARCADES WEEK

Event rated **4/5**  
by businesses that took  
part

**36%** of businesses had an  
increase in customers  
(up 24% on 2019 campaign)

**3,337**  
visitors to the Night  
Market at Cardiff Market  
(up **33%** on previous  
Night Market event)

**77%** rated it good  
or excellent

**86%** would like to  
participate again

**46%**  
saw an increase in  
sales

**107**  
offers and events across 7 days  
all events sold out

**940,852**  
Social media impressions  
(city of arcades channels)

**363,080**  
video views

**1,062,519**  
Total social media impressions

**2,047**  
New followers  
(City of Arcades)

**13,591**  
Social media engagements

**121,667** **4,465**  
Influencer reach Influencer engagement

**11%** increase in footfall compared to 2019\*

\*Footfall is comparable with the same week in 2019 due to  
it being October half-term pre-Covid-19 with no Autumn  
International rugby match in Cardiff

**21** media pieces

**3** broadcast segments

**45,299,430**  
opportunities to see  
advertisements





## THE CARD EVENTS

**3**

sold out events

**4.7/5**

average attendee  
event rating

**4.5/5**

average business  
satisfaction rating

**322**

total attendees

**14%**

increase in  
awareness of  
FOR Cardiff



## THE CARD

**80**

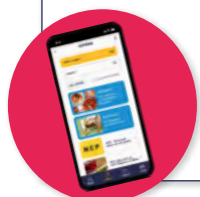
new offers

**304**

members of The Card  
Facebook group

**14,713**

registered members  
on The Card App



## CITYNET RADIO

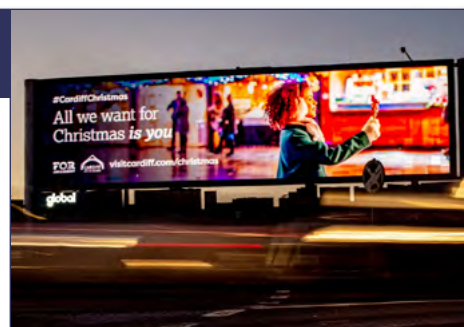
**222**

business users across the day and night  
time economies



## CHRISTMAS 2021

The campaign reached **13.4 million** people, an **82% increase** from the 2019 campaign (2020 Covid restrictions were in place so cannot be compared) this is the largest campaign FOR Cardiff has delivered to date



## HANGING BASKETS AND PLANTERS

**210** hanging baskets and **52** planters installed  
across the city centre

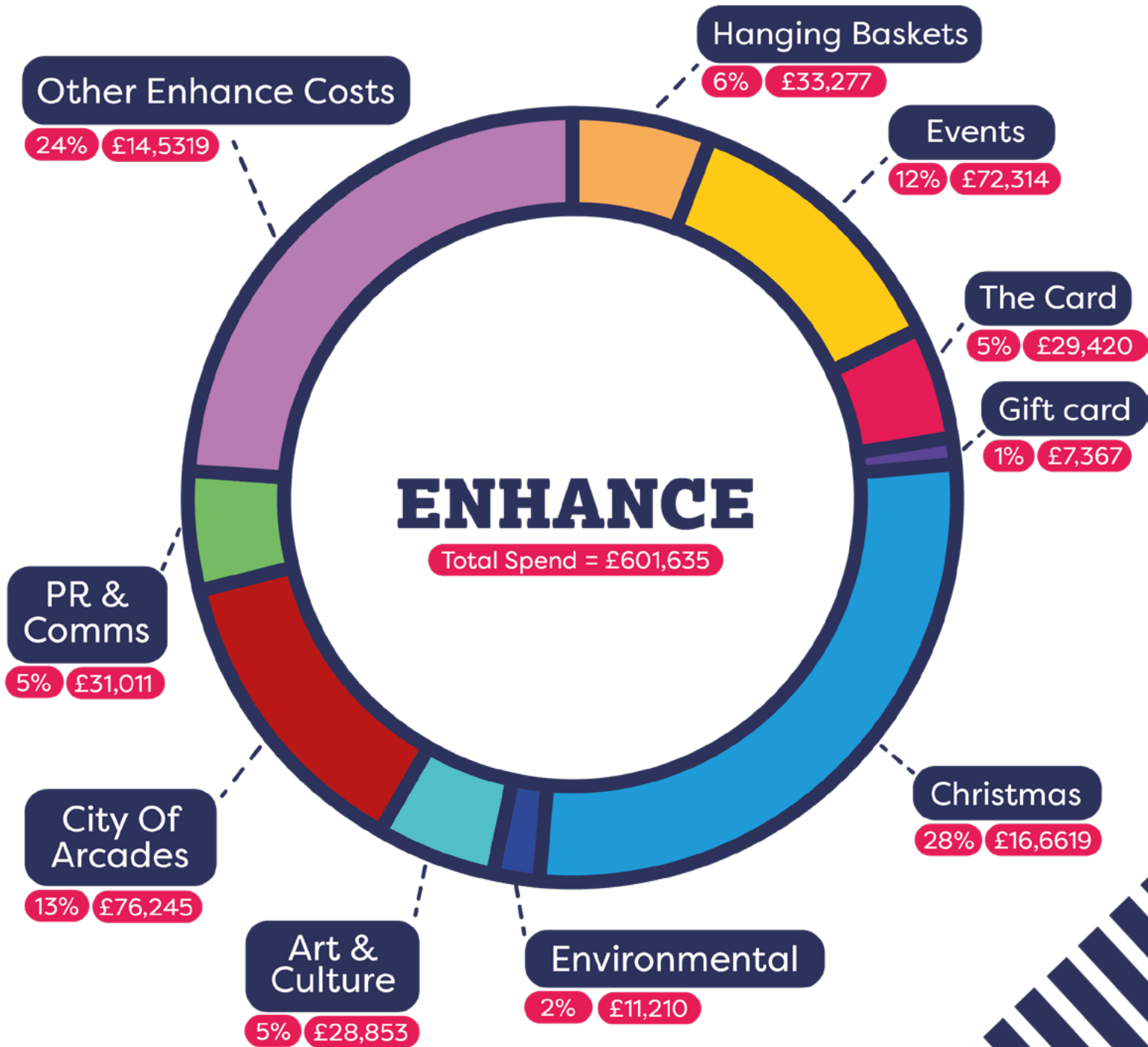


# ENHANCE

Projects that will bring residents, employees, and visitors back into the heart of the city. Celebrating what makes our city great, through art and culture and future-proofing it for the younger generations through an environmental focus.



# FINANCIAL FIGURES





# CITY OF ARCADES

During the summer, we worked with influencers to promote Cardiff as a retail and leisure destination. Influencers wrote blogs on 'Sustainable Shopping at Cardiff Market', 'Spending a Bank Holiday in Cardiff' and 'Cardiff's Top 5 Cocktail Bars'. They also promoted businesses across Instagram, TikTok, Facebook and Twitter. The summer campaign had a **reach of 117,726** with **9,418 engagements**.

During City of Arcades Week, we worked with Daniel Minty of Minty's Gig Guide to create a series of TikTok videos promoting the event which had a total of **99,721 views**. The team also worked with seven Cardiff based influencers to promote the campaign across Instagram, Twitter and Facebook. The influencer content reached **121,667 people** and had **4,465 engagements**.

In May FOR Cardiff launched a photography competition on the City of Arcades channels to promote Cardiff and give local photographers the opportunity to win a paid commission to take photographs for City of Arcades. The response was incredible with over **500 entries** and **2,277** members of the public voting for their favourite image. Tom Damsell won the competition with his abstract image of Castle Street and as a result has taken pictures of the arcades which have been used on our channels.



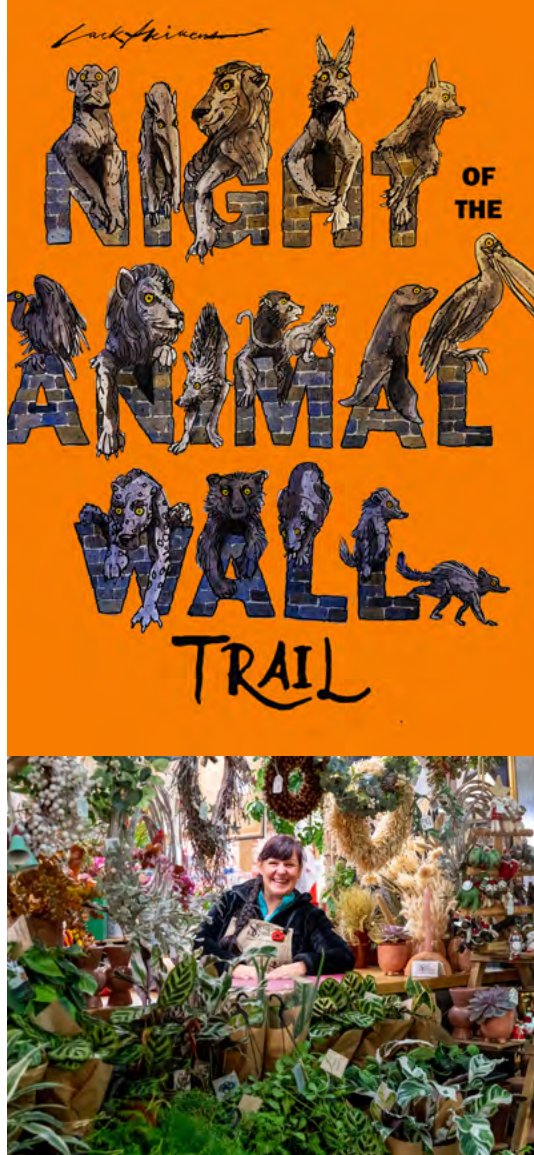
# CITY OF ARCADES WEEK



In 2019, FOR Cardiff launched the first City of Arcades Day with exclusive discounts and events in Cardiff's historic arcades. This year, City of Arcades Day returned, extending into a week of activity between 29th October 2022 to 4th November 2022. 107 events, discounts and performances took place across the city centre. Events included free walking tours, a Cardiff Night Market and live poetry, music and drag.

The campaign was extensively promoted across Cardiff as well as Bristol, Bath, Swansea and Bridgend via bus adverts, poster sites, lamppost banners, flags, and digital screens. Outdoor advertising was supported by social media marketing and influencer activity with a total reach of **1,062,519** with **18,056** engagements. The team also worked with six Cardiff businesses to tell their story using professional video and photography.





Taking place over the October half-term school holidays, we commissioned local artists Jack Skivens and Daniel J Lane to create the 'Night of the Animal Wall' trail – a free art and sculpture trail based on the characters of Cardiff Castle's famous animal wall. The trail also marked the launch of the 'Night of the Animal Wall' children's book, written and illustrated by Jack. Free book readings and arts and crafts workshops were held during the week at various locations in the city.

Seven window vinyls showing pictures of Cardiff through the decades were also installed at locations across the city centre forming an additional trail. The vinyl remains in place allowing people to continue to explore the city to see all seven displays.

There was a great response to City of Arcades Week with **21 pieces of coverage** across TV, print, and online generating **45,299,430** opportunities to see. **86%** of businesses would participate in a similar event again with **46%** seeing an increase in sales. **36%** saw an increase in customers – up **24%** compared to the 2019 campaign. There was a **11% increase** in footfall compared to the same week in 2019 which was October half-term holidays pre-pandemic with no Autumn International rugby match in Cardiff.

*“What an amazing time! It gave us footfall from customers, who may not have seen us before. City of Arcades really helped our new business to flourish! Loads of new customers and loads of great times! Thanks guys! ”*

**Sophie - General Manager - Eat the Bird**

## 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, FOR Cardiff 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.



The successful photography submission was coordinated with local award-winning student photographer Laurie Broughton. Laurie provided the campaign 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 hundreds of comments across social media from students globally applauding the inclusive nature of campaign.



## CHRISTMAS 2021

**The FOR Cardiff financial year runs from 1st December to 30th November, as a result below outlines Christmas 2021, and not 2022.**



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

To help provide a safe haven for those who need it, FOR Cardiff created two unique 'Breather Bubbles' which provided an opportunity to speak to a friendly face with volunteers from the Samaritans. 'Yurt in the City' – a well-being centre in Cardiff – were on hand to give free holistic therapies to visitors.

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

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

The campaign reached 13.4 million people, an 74% increase from the 2019 campaign (2020 Covid restrictions were in place so cannot be compared) this is the largest campaign FOR Cardiff has delivered to date. This was achieved via use of billboards, digital screens, digital social adverts, Swansea station takeover, influencers, and PR coverage.



# THE CARD APP

Created in 2019, The Card is a discount and events scheme for employees that work at FOR Cardiff member businesses. This year funding from the Welsh Government's Transforming Towns fund supported the development and launch an app for The Card. Available on both Apple and Android devices, the app allows members to sign up, access their membership card and view discounts and events across the city centre. Prior to its launch, the offers on The Card itself were updated with 80 new offers being added to The Card in 2022 alone. To promote the new app, FOR Cardiff collaborated with The Cocktail Club to give one member a year's supply of cocktails. The team also created a business tool-kit and ran a stall in the Admiral reception to encourage employees to sign-up.

14,713 people have registered online and there are approximately 40,000 physical cards in circulation. This presents a great opportunity to businesses to promote their product or service to a local audience.

# THE CARD EVENTS

As part of The Card scheme, FOR Cardiff organise several events across the year to encourage employees to discover new businesses, explore the city, and socialise with their colleagues. This year, events were held at Heidi's Bier Bar, Scaredy Cats Café Bar and The Cocktail Club with make-up brand Morphe.

All events sold out and the average event rating was 4.7/5. By being part of The Card scheme, members enjoyed perks such as complimentary food and drink, free make-up sessions and the chance to experience a venue before it opens. The Card events allows businesses make new connections with local businesses and showcase their venue to local workers.

## DOWNLOAD THE CARD APP



[WWW.FORCARDIFF.COM/THE-CARD](http://WWW.FORCARDIFF.COM/THE-CARD)

## DISCOUNTS | EVENTS | MEMBER-ONLY BENEFITS



Download on the  
App Store



GET IT ON  
Google Play

PROVIDED BY  
**FOR**  
CARDIFF



“The event was a success, we were all thrilled. A lot of the group also continued enjoying the venue after the event had finished, alongside the Beaujolais bookings downstairs. As a new venue, it was also great introducing more corporates to the space as many have yet to experience it. Following the event, we received a room hire enquiry from a corporate for this January.  
**Chelsea Clements, Senior Sales Executive at The Cocktail Club Cardiff.**”

## FOR CARDIFF EVENTS

### FOR YOU WEEK

Personal well-being fell to their lowest levels in a decade during the Covid-19 pandemic and as Cardiff approached the second anniversary of the first national lock-down, the team wanted to support the well-being and mental health of our member businesses and their employees. FOR You Week was a week-long series of workshops, training sessions and self-care events available exclusively to our members. Members could access 33 events for free, including emotional resilience training, yoga, lunchtime walking tours and sustainability workshops. The events gave businesses the opportunity to engage with customers with businesses reporting that an average of **70%** of attendees were new customers. **100%** of attendees said that the event had a positive impact on their well-being with **94%** saying they would take part again.

### ST DAVID'S DAY

To mark the first in-person St David's Day celebrations in two years, FOR Cardiff installed a floral daffodil arch in St John's Gardens in Cardiff city centre. 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. To spread some additional cheer, 500 packets of wild-flower seeds were given away to the public during the St David's Day parade.





## NICK JR TOUR

At Easter FOR Cardiff collaborated with St David's Dewi Sant to bring Wales' first toy brick model trail to Cardiff city centre. 15 brick models of Nick Jr characters filled the shopping centre and families were encouraged to use our trail map to find them all. 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 with 94% saying they would attend a similar event again also 93% said they would recommend the event.



## BUSINESS ENGAGEMENT TEAM SUMMARY

Engagement with our levy payers is complicated to measure – with some businesses wanting to see and hear from us frequently and others happy to know that we are working on their behalf in the background. Regardless of communication preference it is important that the businesses and organisations that fund FOR Cardiff are connected to our work and see a return on their investment. At the start of the new BID term the team implemented a system of ranking our engagement with individual levy payers on a scale from 1 to 5. At the beginning of year 1 our engagement ranking was 2.45 and this has now increased to 2.76, an improvement of nearly 13%. The impact of the pandemic saw a lot of change in the make-up of our members and the team's particular focus for this year has been decreasing the number of businesses rated 1 for engagement, 1 meaning that they are largely

unaware of FOR Cardiff and only benefit from our work passively i.e. through cleaner streets. The team have had great success in reducing this figure in the first year of our new term and the number of businesses rated 1 has reduced by 50%.





The business engagement work has become more focused in the second term with a dedicated team of Business Engagement Officers having specialist sectors to work with, meaning that they are better tuned in to the issues that impact your business. This approach as a response to feedback received from members during our BID 2 consultation process. Businesses are broken down into four main sections, professional services, retail, evening and night time hospitality, and day time hospitality as well as some strategic partners who deal directly with our Executive and Associate Directors. Whichever sector your businesses is in you will have been assigned a dedicated member of the team as your point of contact and they will be more than happy to help you with any queries that you might have about FOR Cardiff. If you are unaware of who your business's engagement officer is then please get in touch via and the relevant team member will get back to you with more information as soon as possible.

## NETWORKING EVENTS

In July 2022 FOR Cardiff hosted a networking event at the Clayton Hotel, this event sold out in 24 hours and the attendee feedback was 100% positive



## ARTS AND CULTURE



## SPORTS INSTALL

Wales' first appearance in a football World Cup since 1958 coincided with 2022's rugby autumn internationals. To mark this key sporting moment for Cardiff and to celebrate Wales' sporting and musical heritage FOR Cardiff commissioned a piece of public art to be installed in Central Square for the duration of the sporting season.

The lenticular installation provided a different view depending on the angle of observation celebrating the footballing anthem Yma O Hyd and the rugby favourite Calon Lân.

The installation was made of sustainable materials and has been retained for re-use, re-purposing, or recycling in the future.

## MINTY'S GIG GUIDE

FOR Cardiff followed up their support of the original Gig Guide in 2017 by providing advice and funding for an updated version ahead of the city hosting the BBC 6Music Festival as well as an online resource. The aim of Minty's Gig Guide CIC is to get 100,000 people who live, work or study in Cardiff to attend a live gig in the city that they might otherwise have missed. This funding helped to secure further finances courtesy of Creative Wales demonstrating the leverage benefits that a BID can provide.



## PWSH

The second phase of the PWSH project was installed in the Capitol Centre in April. Artists Beth Blanford (Blandoodles), Amber Heard (Bean Head), and Temeka Davies (Noble Sol) installed re-imagined versions of the works that were a part of phase one and Marcus Smith of MARCA Design also designed a new piece for the installation, a companion piece to his phase one installation at Metros. The PWSH team worked with a group of young people from the ACT training programme who learnt from the artists throughout the installation period and installed a temporary gallery of their own work within the Capitol Centre.

## GIFT CARD

The gift card programme has continued to grow throughout the first year of the new BID term with a variety of new businesses including Apple, The Botanist, and Cotswold Outdoors joining the scheme amongst others. This year saw close to £20,000 of gift card transactions processes compared to £15,000 of sales in the previous year.

The gift card provides a clear way to lock spend into the Cardiff economy and several levy payers see more money returned to them via gift card spend each year than the annual cost of their levy. The highest spend in a single business via the gift card this year was £2,424.

This year also saw an expansion in business orders of the gift card. Cardiff Council have begun to use the gift card to support their prize draws and Margaret Waters, General Manager of the Park Plaza Cardiff used the gift card to reward her staff team and 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.”*

**CORPORATE DISCOUNTS ON SAYING THANKS**

FOR CARDIFF MEMBER BUSINESSES CAN ENJOY DISCOUNTED RATES ON BULK PURCHASES STARTING AT JUST £500.

DISCOUNTS CAN BE APPLIED TO ANY BUSINESS SPENDING OVER £1,000 ON GIFT CARDS IN A SINGLE ORDER.

TO DISCUSS YOUR PURCHASE CALL THE OFFICE ON 02920 314770, EMAIL [GIFTCARD@FORCARDIFF.COM](mailto:GIFTCARD@FORCARDIFF.COM) OR VISIT [WWW.CARDIFFGIFTCARD.COM](http://WWW.CARDIFFGIFTCARD.COM)

A GIFT CARD FOR CARDIFF

M&S | Wally's Deli | HMV | The Libertine | And many more...

A GIFT CARD FOR CARDIFF



## HAPPY TO CHAT BENCH

To mark Mental Health Awareness Week, FOR Cardiff installed a 'happy to chat bench' in St John's Gardens to encourage the public to connect with one another to reduce loneliness and isolation. The bench is painted green to represent the green ribbon, the international symbol of mental health awareness, and the text is bilingual to encourage conversation in Welsh 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.”*



## AWARDS AND ACCREDITATIONS

Delivering at a high level across all FOR Cardiff's projects is essential to ensure businesses receive the quality they deserve. In the last year multiple projects and campaigns FOR Cardiff has delivered were recognised on a local and national scale including:

- PRCA Dare West Region - Best Charity/Not for Profit for Safe Places
- PRCA Grand Prix UK Award - Best Charity/Not for Profit for Safe Places
- Cardiff Life Award – Civic
- CIPR Pride Award for Best Event for Creatives of the Capital
- CAP - Best CAP for work in reducing alcohol related harm in the 17 -25 age group.
- Association of Town and City Centre Management (ATCM) 'Best Branding and Marketing Campaign' for Safe Places
- The Marketing Society – Best Use of Media - Highly commended for Safe Places
- FOR Cardiff were also pleased to receive their British BIDs accreditation certificate. Accreditation is an independently judged rigorous process to ensure that FOR Cardiff is operating effectively.



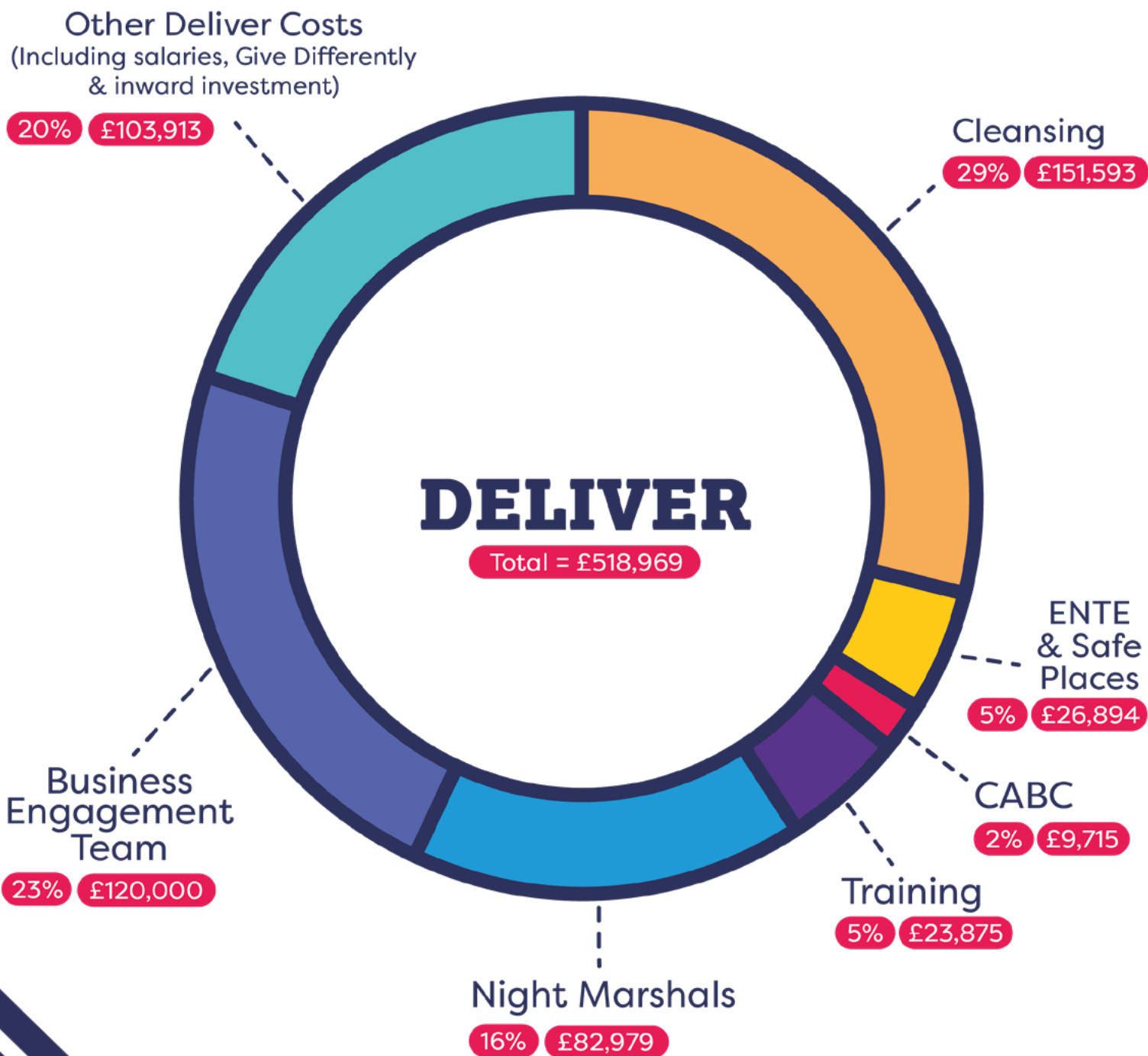




# DELIVER

Projects that produce physical results through initiatives that make Wales' capital a cleaner, safer, and more supportive city. Whilst enabling our staff, students, graduates, and partners to flourish through training, career progression and targeted investment.

# FINANCIAL FIGURES





# CARDIFF AGAINST BUSINESS CRIME

Cardiff Against Business Crime (CABC) Business Crime Reduction Partnership bid farewell to its Chair Rory Fleming who stepped down at the November board meeting to move away from the area. Rory had 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 was a huge asset to CABC.

The CityNet radio network continues to grow with 222 subscribers and is one of the very few schemes in the UK where a police officer monitors the radio 24/7. To support these users a CityNet User Forum has been created to capture the feedback from the CityNet Public Safety radio users from both the retail and night-time economy.



**CityNet**  
**CABC**  
Cardiff Against Business Crime

## EXCLUSION SCHEME

The CABC Exclusion Scheme launched in 2022 with the aim of reducing retail theft and anti-social behaviour. If an offender is excluded from one member premises because of repeat theft, threats of violence or incidents of anti-social behaviour then they are excluded from all members of the scheme. Members display the exclusion scheme window sticker and or till notice to indicate their membership of the scheme. FOR Cardiff are working with the South Wales Police's designated anti-social behaviour officer for Cardiff 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.



# SAFER STREETS FUND

FOR Cardiff partnered with the Cardiff Community Safety Partnership to bid for Safer Streets Funding administered by the Home Office. The Cardiff partnership has received £750,000 which will be used to develop initiatives around public safety with a particular emphasis on reducing violence against women and girls.

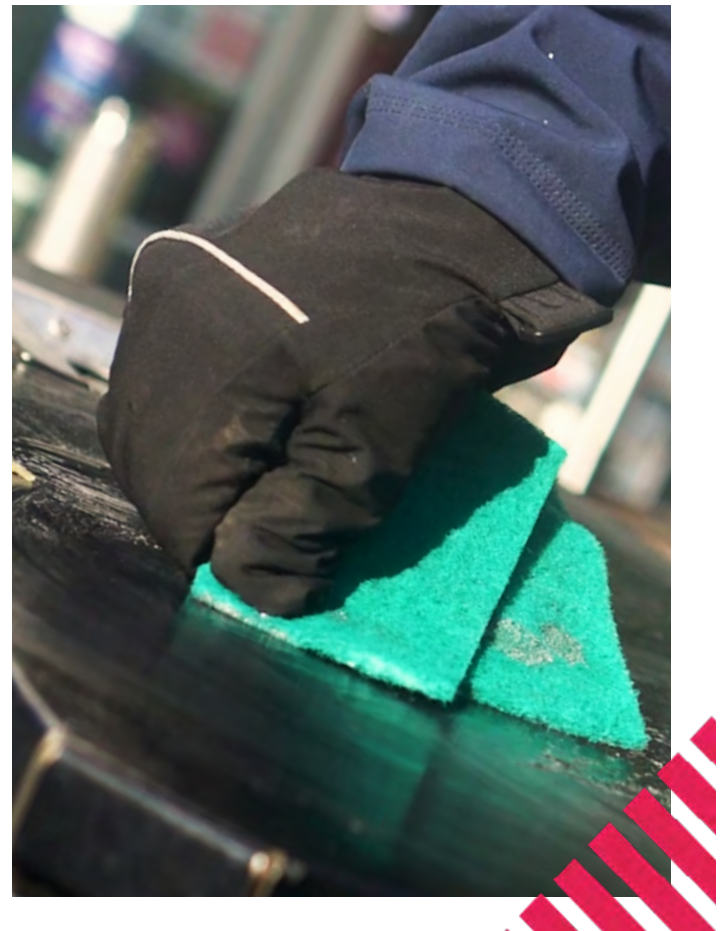
FOR Cardiff will receive part of this to deliver three projects and provide support on another - the graffiti removal initiative:

## **1) Safeguarding staff for clubs and bars.**

A pilot programme will commence in the middle of 2023 where funding will be available to provide safeguarding staff within night-time economy (NTE) premises in a role that 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](mailto:info@forcardiff.com) or telephone on 02920 314770. Crime report numbers to include in the request can be obtained at <https://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.



#### 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 2023 asking organisations to sign up to simple set of pledges, ranging from nominated champions for women's safety, training staff to be believe women when reporting and how those reports are responded too, and designing spaces to make them be and feel safer for women at night.

## SAFE PLACES

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 to request that they use the campaign launch of our scheme as an exemplar for existing and new locations looking to sign up.



“

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. ”

**Andrew Culkin - Founder - Safe Places Organisation**



## SOUTH WALES POLICE PARTNERSHIP

The Safe Places project is not confined to the BID area. To support the wider reach of the project FOR Cardiff have formed a partnership with South Wales Police which will see local PSCOs sign up businesses to the Safe Places scheme. This partnership aims to see a network of designated Safe Places developed across Cardiff county as a whole.

## PRIDE CYMRU



FOR Cardiff promoted the Safe Places project throughout August in line with Pride Cymru. Bespoke posters incorporating the Pride flag were developed to reassure members of the LGBTQ+ community that the project is an inclusive one and they would be welcome in any Safe Place if they needed to make use of it. Hundreds of these posters were delivered across the city to ensure everyone who wanted to celebrate in Cardiff that weekend could do so safely.

FOR Cardiff 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



# CARDIFF ACHIEVES THIRD PURPLE FLAG ACCREDITATION

FOR Cardiff 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 and 5am.

Led by the Association of Town and City Management (ATCM), Purple Flag is a scheme that recognises 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 in May 2022 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 – well-being, 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”.



## OPERATION MISTLETOE 2021

In the run up to Christmas 2021, FOR Cardiff supported the South Wales Police led Operation Mistletoe with the provision of portable toilets on Friday and Saturdays at 6 locations in the city centre. This helped prevent public urination and increased toilet provision at such a busy time.

*“Hotel Indigo Cardiff has worked in conjunction with FOR Cardiff to enhance and develop the city centre, maintaining and cleansing the street to enhance our guest experience. FOR Cardiff have reacted in a timely manner and they have assisted us with attempting to resolve noise related issues in the city. ”*

**Michael Chappell Oates, General Manager, Hotel Indigo Cardiff.**

# CARBON LITERACY

In partnership with Cynnal Cymru, FOR Cardiff have delivered a bespoke Cardiff edition of the internationally recognised Carbon Literacy training. The object of Carbon Literacy is to provide learners with a scientifically sound understanding of climate change and how it is driven by human actions. The course is structured in a manner that requires all participants to commit to group and individual actions which will lead to a reduction in their carbon footprint.

The Cardiff specific version of the course launched in September and as well as the general Carbon Literacy content the course has a focus on actions and initiatives taking place here in Cardiff to help the city transition to a greener future. The course provides an opportunity for participants to workshop potential projects that FOR Cardiff can deliver in the future to support our mission to help the city and its businesses become more sustainable. Courses will continue to take place throughout the coming year.

# STUDENT SAFETY BUS

FOR Cardiff continued to fund the provision of a Student Safety Bus to ensure that potentially vulnerable people get home quickly and safely. The Police Student Volunteers who run the scheme with the support of South Wales Police patrol the city centre in the bus providing help to anyone who needs it. Between December 2021 and November 2022, they supported 1,528 people.

# RECRUITMENT FAYRE



In September FOR Cardiff worked with the Into Work Team at Cardiff Council to deliver a Recruitment Fayre to respond to the needs of businesses facing recruitment and retention issues. The FOR Cardiff team supported the promotion of the event through marketing and media buying, as well as actively seeking interest from levy paying businesses. 483 people attended and 17 different businesses from the BID area took part with excellent feedback. FOR Cardiff have committed to supporting future Recruitment Fayres in 2023 based on demand.



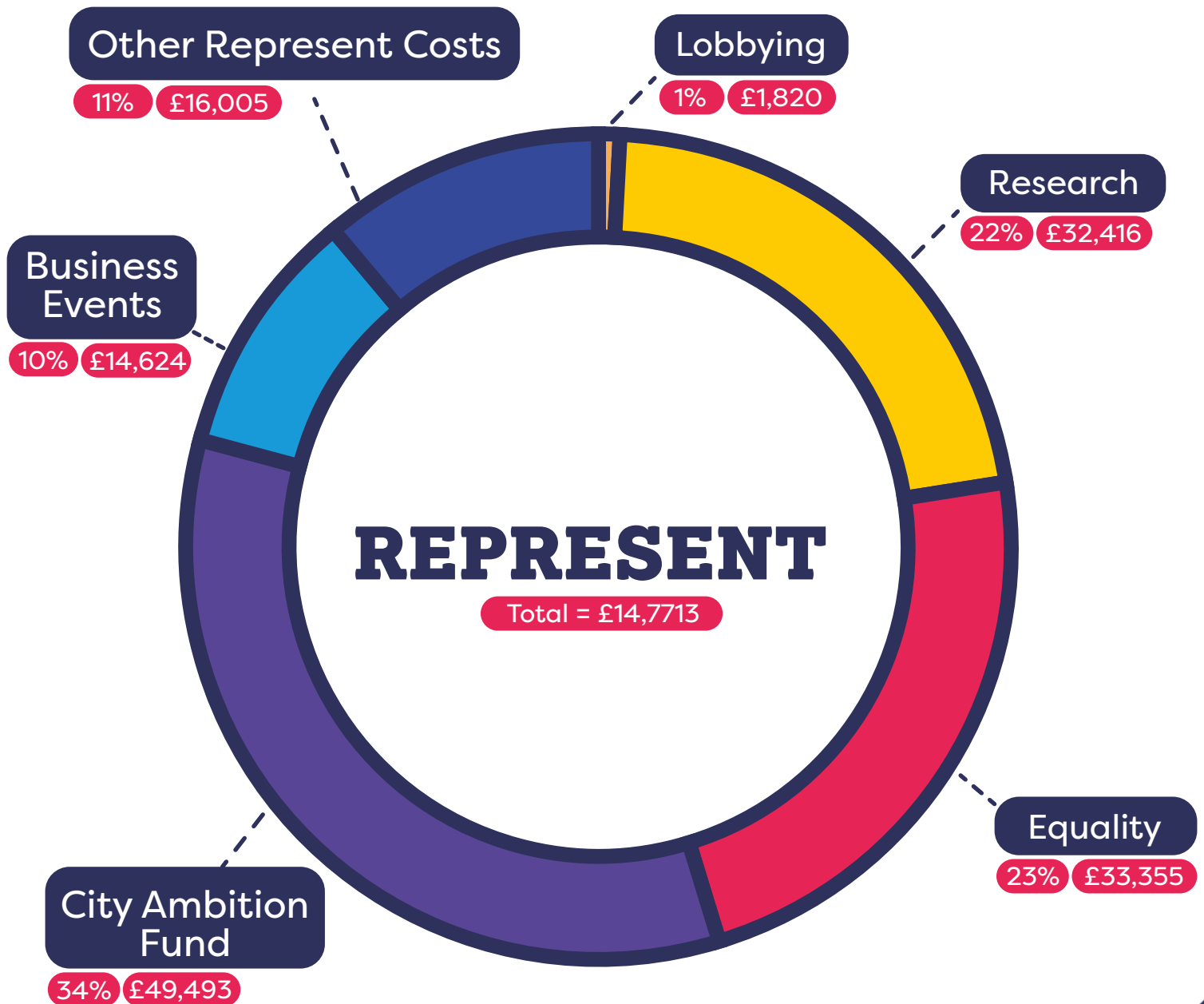




# REPRESENT

Projects that show what FOR Cardiff and our members stand for.  
Empowering, informing, and unifying them to lead the way and instil change  
for the better.

# FINANCIAL FIGURES





# COMMUNITY OWNERSHIP

FOR Cardiff has laid out a variety of policy positions in our manifestos to Welsh Government and Cardiff Council. It is important to lead by example and adhere to these positions in our own work. This year FOR Cardiff has acted on several opportunities to support FOR Cardiff's calls to empower communities to take ownership of local assets and to protect the position of cultural institutions in the city's urban centres.

In June FOR Cardiff made a £1,000 gestural investment in the Music Venue Trust's Own Our Venues campaign. The campaign is raising funds to purchase the freeholds of grassroots music venues around the country. Community benefit society which will own the freeholds, and which FOR Cardiff will be a member of, will rent these venues back to the operators at an affordable rate to allow the venues to secure sustainable futures whilst targeting a modest return for shareholders. Any profit made by FOR Cardiff as a shareholder in this venture will be reinvested into our work to improve and promote Cardiff city centre.

In July an official FOR Cardiff response was submitted to the Senedd's enquiry into community assets. In the response FOR Cardiff highlighted how communities in Wales have limited rights in relation to community assets compared to the other UK nations and discussed the negative impact the absentee landlords can have on our urban places as a whole. It also highlighted the limited powers of local authorities in Wales to address issues of community importance including proposed demolition of assets which have a specific community value. The overall recommendation is that strengthening community rights in this area is a key feature in developing and sustaining vibrant urban centres across Wales.



# RESEARCH

To benchmark FOR Cardiff's position at the beginning of our second term the commercial arm of the New Economics Foundation was commissioned to conduct research into the current position of the BID and the progress that direction of delivery that our members would like to see for us over the coming term.

A combination of focus group and survey work has produced 'theories of change' that explain the long term aims of FOR Cardiff's projects to benefit the businesses, communities, and the physical environments of the city. These theories have been built into our strategic delivery plan to ensure that the work which will be delivered for levy payers is moving in the positive direction of these changes rather than happening in isolation.

The surveys used when conducting this benchmarking will form the basis of the annual surveys that are conducted throughout the remainder of the BID term to allow progress to be tracked against the factors identified by this research.



# THE CITY AMBITION FUND

The City Ambition Fund is a new project for FOR Cardiff's second term. The fund was developed as feedback from our members during consultation showed that they would like to see a more transparent and strategic approach to FOR Cardiff's allocation of external funding.

The first round of the City Ambition Fund opened for applications in April and was widely promoted to ensure as diverse a range of applications as possible. The fund was over-subscribed meaning that several strong applications had to be turned down when applications were marked according to a series of assessment criteria linked to the FOR Cardiff business plan.

Twelve projects received funding from FOR Cardiff during the first phase of the project, some of these projects are now complete and others are ongoing. The projects funded so far are:

## Cardiff Wine Passport

Offering a novel way for people to discover independent, city-centre venues serving great wines. Eleven city centre venues participated in this project which generated over £10,000 of direct spend into hospitality venues as well as significant incidental spend.



*“Everyone is super happy with the whole thing. It's a great initiative, that I can't wait to see grow year on year.”*  
**Adam Beckey - Events Manager - Curado Bar**



### **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. The campaign generated 31 business pledges and received 17 pieces of press coverage.

### **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. This project was incorporated into FOR Cardiff's delivery of City of Arcades week and lead to massively expanded reach for the book and the event.

### **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, HOOFF!**

A magical outdoor theatre show for all the family performed nine times on Hills Street from August between 16th to 18th. The show was hugely well received with many families travelling to the city specifically to see the performance and over 2,500 people viewing the show in total.

### **Cardiff Street Pastors**

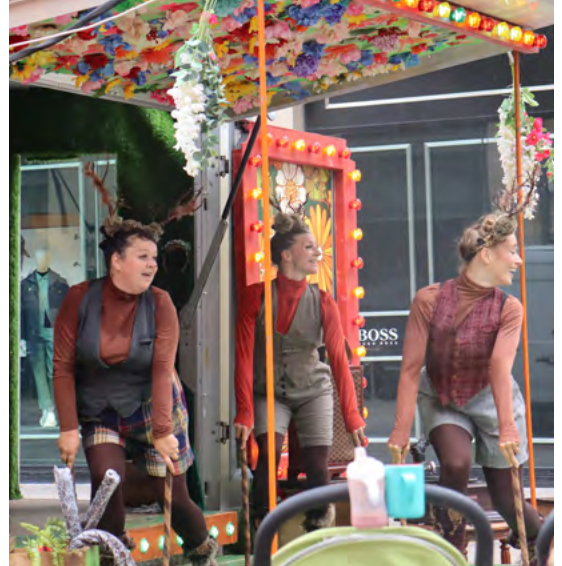
Expanding the provision of support for vulnerable people in the city centre on Friday and Saturday nights by funding training opportunities for new volunteers. Since funding was received and new volunteers have been trained the Street Pastors have returned Saturday patrols to their schedule, currently active in the city one in four Saturdays and working toward a goal of having a city centre presence every Saturday with four fully trained, Street Pastors having joined the ranks and more in the training phase.

### **ArtHole Cardiff**

A CIC creating a community/art hub for local and new emerging artists. Giving them a space and a platform in which to gain more exposure than they would usually when first stepping out. The ArtHole shop has now opened in 26 Castle Arcade and is providing a platform for supporting a wide variety of Cardiff artists and illustrators.

### **Cardiff Cargo Bikes**

Funding for a cargo bike trailer to introduce Cardiff businesses to the opportunities presented by cargo bikes at a discounted rate and helping encourage a



shift to more sustainable transport options. The cargo bike trailer has been purchased and is operational, it will be publicly launched to businesses in 2023.

The following projects have experienced minor delays and will be delivered in the second year of the BID term with funding provided in the first year.

### **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.

### **Winding Snake**

A new short documentary film currently in development exploring Cardiff's LGBT+ history and community

### **The Clayton Hotel**

An application on behalf of the hotel and neighbouring businesses to improve the quality of the public realm in the area.



## **BUSINESS HEALTH CHECK SESSIONS**

FOR Cardiff organised a business health clinic which offered free advice on business bills, contracts and how to achieve cost savings. PSP Place Savings Consultants shared their knowledge and expertise to ensure businesses were better informed on reducing energy usages, managing contracts, supplier disputes and identifying contractual end dates. The sessions were open to all city centre businesses regardless of FOR Cardiff membership and support was available from PSP for one-to-one sessions until the end of 2022.

## **PARTNERSHIPS**

### **Cardiff Business Events Partnership (CBEP)**

FOR Cardiff is one of the funders of this partnership which aims to drive business events into the city. This funding contributes to the development of research, promotion and marketing, event support, communication and engagement as well as participation at trade shows and events. Over 40 delegates attended an annual meeting of CBEP which Adrian Field chaired, and included prominent speakers including Kerrin McPhie, Chief Executive of the Meetings Association.

### **MIPIM**

FOR Cardiff were one of the partners who supported Cardiff's presence at MIPIM, an international inward investment and regeneration conference and exhibition held in France. The contribution helped to allow Cardiff to have its strongest ever physical presence and attract a number of strong leads which are being followed up. Such was its success that we have committed to being a funding partner again in 2023.





# COMMUNICATIONS

## PR

**Reach** – 67.6 million (21% increase from 2019/20)

**Advertiser Visit Ratio (AVR)** – 385,000  
(226% increase from 2019/20)

**Print and online coverage** – 41 (12% decrease 2019/20)

**Broadcast coverage** – 7 (41% decrease 2019/20)

## NEWSLETTERS

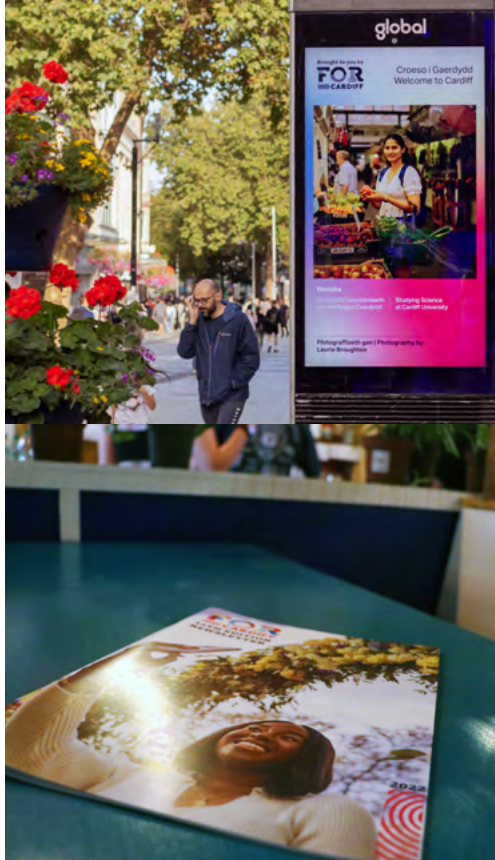
**Amount printed and sent to all members** - 4,000

## ONLINE STATS

**Website** - 76,785 users

**Page views** – 204,619 page visits (93.22% increase from 2020/21)

**Most popular pages include:** The FOR Cardiff homepage, The Card member area, The Nick Jr news story, The Card offers page and the events page.



## E-NEWS

36 FOR Cardiff e-newsletters, 5,301 subscribers (+16% on 2021), average open rate 30.7%, average click-through-rate 4.2%

**Segmentation overview:** We have introduced more tailored email communications by request of businesses during our 2021 consultation. Alongside our main FOR Cardiff mailing list, there are now email sign-up lists for the following categories:

- Hospitality: day-time
- Hospitality: night-time
- Retail
- Office/professionals services
- City of Arcades
- The Card

We aim to increase tailored communication over the coming months to provide relevant news and support to our members.



# SOCIAL MEDIA - FOR CARDIFF



## Twitter

5,754 followers (+9%),  
428,303 impressions (+42%),  
10,443 engagements (+17%),  
4.01% engagement rate (+73%),  
36,892 video views (+2941%),  
1,545 mentions



## LinkedIn

2,639 followers (+24%),  
156,282 page impressions,  
91,894 page reach,  
page engagement rate 5.82%,  
page engagements 3,933, 8,233  
page clicks (+7%),  
1,724 video views



## YouTube

68 followers (+10%),  
141,881 video views (+3634%),  
37,060 impressions,  
1,221.8 hours of watch time (+1020%),



## Facebook

4,492 followers (+31%),  
total page reach 3,010,775 (+202%),  
total post reach 126,775,  
6,537 engagements,  
630,275 video views,  
page engagement rate 3.86% (+4%)



## Instagram

5,576 followers (+22%),  
838,424 impressions,  
294,819 accounts reached,  
10,875 profile visits,  
490 clicks,  
11,275 engagements,  
5,882 accounts engaged,  
45,026 video views,  
4.09% post engagement rate

“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 - Store Manager - Morphe**



# SOCIAL MEDIA - CITY OF ARCADES



## Twitter

2,339 followers (+12%),  
195,557 impressions (+62%),  
6,304 engagements (37%),  
3.82% engagement rate (+97%),  
4,084 video views (+358%),  
215 mentions



## Instagram

4,776 followers (+46%),  
340,251 impressions,  
88,063 accounts reached,  
8,180 profile visits,  
11,073 engagements,  
5,596 accounts engaged,  
19,643 video views,  
6.46% post engagement rate



## Facebook

2,242 followers (+20%),  
603,058 total page reach (+4%),  
total post reach 217,505 (+106%),  
4,428 engagements (+32%),  
5.48% engagement rate (+69%),  
4,967 video views



## YouTube

27 subscribers (+50%),  
1,665 views,  
27.2 hours of watch time,  
21,829 impressions



## TikTok

1,003 followers,  
2,043 likes,  
340,702 views

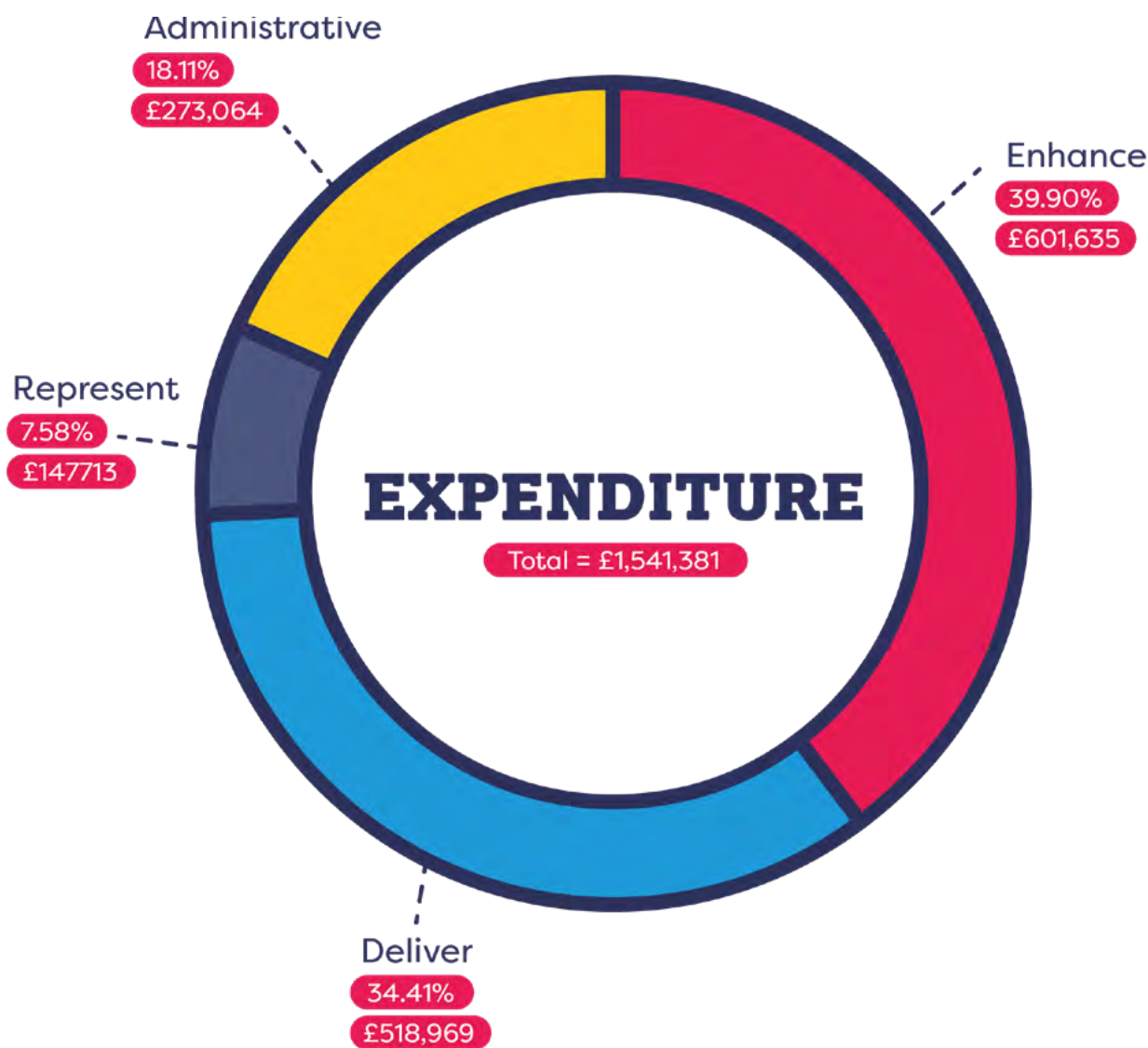


# FINANCIAL OVERVIEW

The BID levy, which is our primary form of income, is by law collected by the local authority and transferred in full to FOR Cardiff upon receipt. As a company we recognised the challenges faced by businesses as we emerged from Covid and so we continued to allow businesses more time to pay their annual BID levy and this has been well received by businesses. For the period December 2021 to November 2022, we expect a collection rate of around 95%.

Over the course of the last 12 months, we have secured an additional £121,666 to complement our levy income – this amounts to 8% of all income.

Details of our annual accounts will be available at Companies House and on our website [www.forcardiff.com/for-cardiff-businessdownloads/](http://www.forcardiff.com/for-cardiff-businessdownloads/) if you would like to see a more detailed and timely reflection of FOR Cardiff’s accounts.



Deficit for the period (£175,105)  
Funds to be carried over £889,335







# GET THE MOST OUT OF YOUR MEMBERSHIP

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

 [forcardiff.com](http://forcardiff.com)

 02920 314770

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

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

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

 [FOR Cardiff](https://www.youtube.com/forcardiff)

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

