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Chair's Welcome

Over the last 12 months, we have made great strides to deliver on our 2021-2026 Business Plan. More than 7,000 people visited our BrickLive Dinosaur trail at Easter, increasing footfall for 83% of businesses surveyed leading to 100% of businesses saying they want us to bring it back for Easter 2024. We also delivered our most successful City of Arcades Day event yet with over 110 events and offers, increasing customers for 86% of businesses surveyed (up 139% on 2022) and positively affecting sales for two thirds (up 43% on 2022).



City of Arcades was recognised nationally and internationally this year, being shortlisted by City Nation Place for Best Placemaking Initiative alongside Chicago and Ottawa and being selected as a case study by the Institute of Place Management as part of their High Streets Tasks Force.

As well as delivering on the commitments made to you, we have been preparing for the opportunities and challenges of the future by conducting a review into our long-term strategy and ways of working. We will take a more data-driven approach to decision making, working with partners and conducting research to gain new insight. This work will come to fruition in the first quarter of 2024 with the introduction of new work streams that will give member businesses more opportunities to have input. If you are interested in becoming a part of a working group, please get in touch with the FOR Cardiff team.

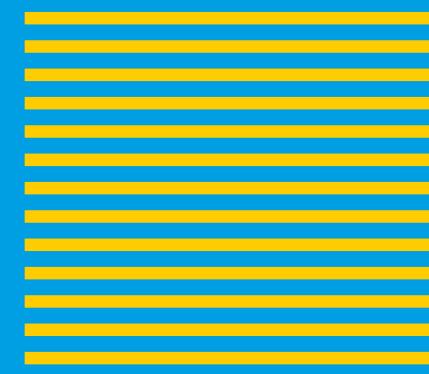
With several regeneration projects on the horizon, I am very optimistic about Cardiff's future and the positive impact these developments will bring. We are already seeing the impact the Canal Quarter and Central Square developments are having on footfall, safety and the overall look and feel of the city centre. I am particularly inspired by the plans to create a new city park at the Debenhams site and the

mixed-use development at Howells. These projects will transform Cardiff and create many new opportunities for businesses and investors.

The FOR Cardiff team, Board and I are all looking forward to this next chapter. If you would like to become more actively involved with FOR Cardiff, please do not hesitate to get in touch by emailing huw@forcardiff.com.

Huw Llewellyn

Chair of the FOR Cardiff Board & Head of Property & FM at Admiral Group PLC



Executive Director's Introduction

This Annual Report gives an overview of the projects, campaigns and events that FOR Cardiff has delivered between December 2022 and November 2023.

As the Chair of the Women's Safety Network I am passionate about promoting, collaborating and lobbying for changes to make any city in the UK safer for not just women but everyone.

As a result I was delighted for us to launch the Women's Safety Charter – the first 24/7 hour charter in the UK. Other cities in the UK have focused on the night time economy for their charters, but we wanted to support our day time economy businesses and their staff as well, which is why we decided for our charter to be 24/7. The components of the charter support businesses to create a zero-tolerance culture around sexual harassment and improve safety for women at any time of the day. As part of the launch, we worked with women's safety advocate Jess Davies to champion the popular Ask for Angela scheme – a practical way to improve women's safety in city centre venues and create a unified approach across city if people need help in our venues.

Carolyn
Brownell
Executive Director
(Interim)

In February, we won a Cardiff Life Award for City of Arcades Week, a seven-day event held in October 2022 which saw businesses offer over 100 exclusive events and discounts. Building on this success, we held a City of Arcades Day event in November 2023 with a life-sized City of Arcades board game alongside over 100 offers, events and prizes. I am pleased to say that 90% of businesses surveyed said that the event positively affected footfall with two thirds reporting an increase in sales. We appreciate that post covid, the cost of living crisis and an unstable economy that it is a challenging time for our members so being able to run events like this that boost footfall, spend and bring in new customers is essential to so many of our members.

In 2022, we worked with Christmas at Bute Park to bring an immersive light and sound installation to St Johns Gardens. The campaign reached 5 million and 93% of those surveyed visited a business before or after visiting the installation. This Christmas

we have brought a world-first state-of-the-art installation for the newly developed dock-feeder on Churchill Way, supporting businesses on Queen Street and enhancing this regenerated area of the city centre as well as adding even more for people to enjoy in Cardiff over the winter months.

In April of this year Adrian Field left FOR Cardiff for pastures new after 6 years in post, the Board and I would like to thank Adrian for his time here and wish him the best of luck in his new role in Redditch. I have been at FOR Cardiff since its inception and have relished the opportunity to be the Interim Executive Director this year and would welcome the opportunity to hear from our members about how you feel we are delivering and if there are any ways you think we ensure you can receive a return on your levy.

If you would like to find out more about any of our initiatives, please get in touch with myself or any of the FOR Cardiff team, all of our contact details are on the 'Meet the Team' page on our website and we'd love to hear from you.

Thank you for your ongoing commitment to FOR Cardiff and we're excited for what more we can do to invest in Cardiff over the next few years.

Carolyn Brownell

Executive Director (Interim)



Board of Directors



Huw Llewellyn - Admiral (Chair of the Board)



Cliff Vanstone - John Lewis & Partners (Vice Chair)



Gemma Atkin - LUSH Spa Cardiff



Laura Davies - Cardiff University



Helen Morgan - St David's Dewi Sant



Nick Newman - Croeso Pubs (and Chair of Licensees Forum)



Bruno Nunes – Peppermint



Leanne O'Brien - Capital Law



Ken Poole - Cardiff Council



Phil Sheeran - Live Nation



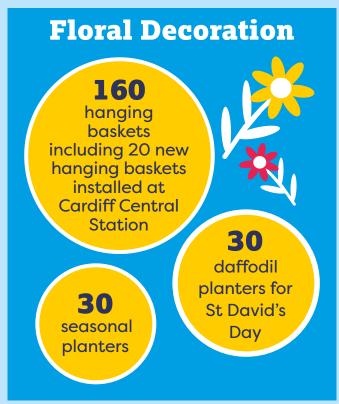
Margaret Waters - Park Plaza Cardiff

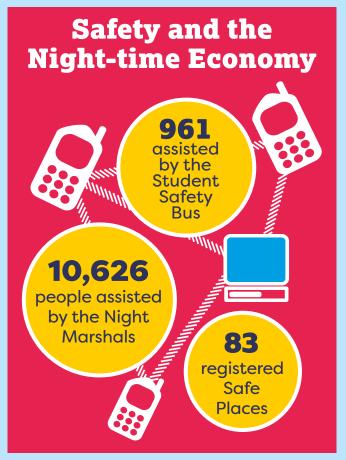
2022-23 in Numbers



Student Internship Scheme

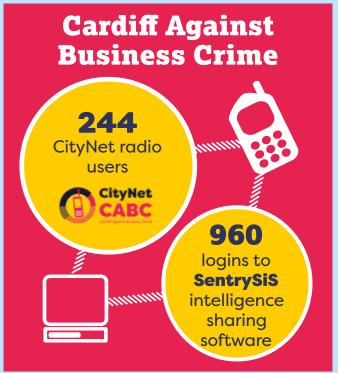
8 students placed 7 businesses took part





Additional Income Generated £149,782.80





City Ambition Fund

13 projects supported **£50,000** of funding awarded







Awards and Accreditations



Winner of the Cardiff Life 2023 Event Award for City of Arcades Week

City Nation Place
Award Finalist 2023 for Best
Placemaking Intiative

Institute of Place Management Industry Standard and Quality Governance Accreditation

Secured by Design Accreditation for Cardiff Against Business Crime

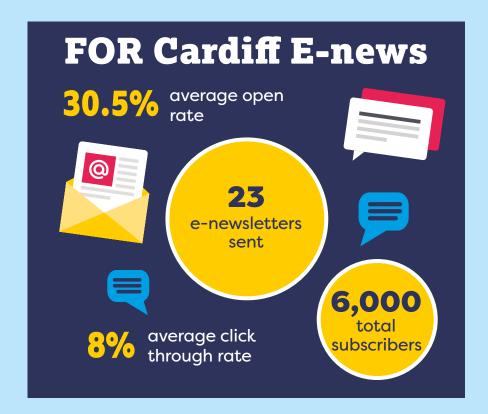
Cardiff Community Alcohol
Partnership - 'CAP of The Year
2023'

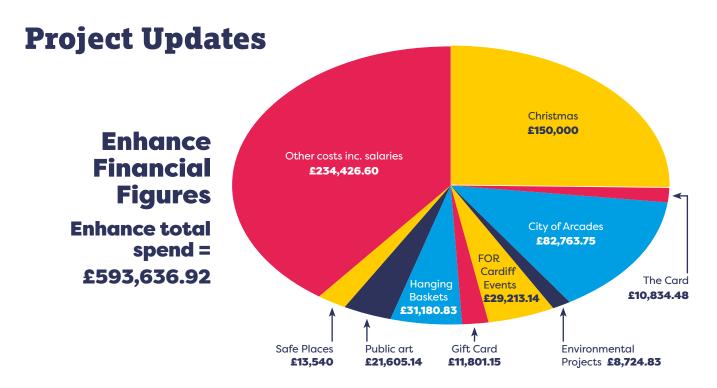


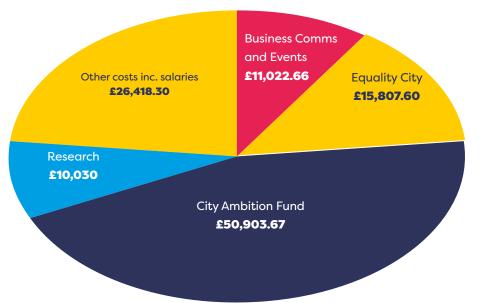
Social Media





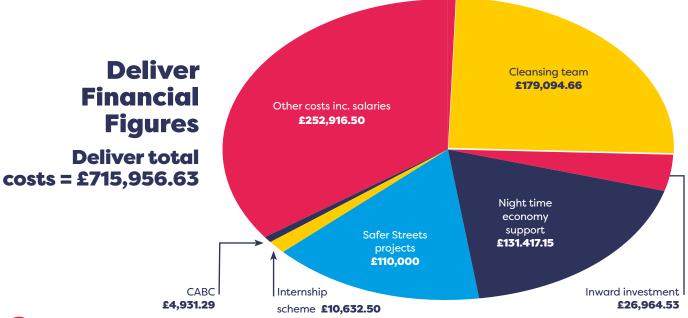






Represent Financial Figures

Represent total costs = £114,182.23





Enhance

Christmas 2022, The Light of Winter

FOR Cardiff's financial year began in December 2022 with an immersive light and sound installation, named **The Light of Winter/ Goleuni'r Gaeaf.** Located in St John's Garden, the installation offered a free activity for the whole family to enjoy for 11 weeks over Christmas and into the New Year, adding to Cardiff's festive offering.

Presented by Christmas at Bute Park, the illumination featured the Welsh folk song Ar Lan y Mor, performed by St John's Church choir. A promotional video was created with Strictly Come Dancing star Amy Dowden dancing beneath the lights to Ar Lan y Mor. Inspired by nature and folklore, local artist Jack Skivens designed illustrations and an animation for the the campaign. He also hosted several free children's arts and craft workshops at the Cardiff Story Museum over the school holidays.



A fully integrated marketing campaign was delivered in partnership with Visit Cardiff and included digital advertising, outdoor advertising, PR, radio and social media.

Key Statistics

5 million people reached

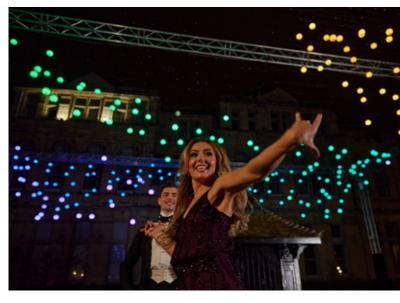
10 pieces of press coverage

Promotional video with Amy Dowden viewed over 65,000 times

93% of people who visited the installation also visited a Cardiff business or attraction

Over two thirds would recommend the Light of Winter to friends and family

91% rate Cardiff's Christmas offering as excellent or good



BrickLive Dino Discovery Trail

At Easter FOR Cardiff partnered with St David's Dewi Sant to bring the BrickLive dinosaur trail to Cardiff for two weeks during the school holidays. Families were invited to pick up a free map and



dinosaur hat and go on a hunt to find all 15 dinosaur sculptures made from half a million toy bricks.

Approximately 7,000 people completed the trail with 90% of those surveyed shopping or eating out during their visit. Businesses also reported an increase in visitors with 83% of businesses surveyed saying that the trail positively affected footfall.

The marketing campaign was digitally led with PR reaching over 1.7 million people and the story receiving 10 pieces of media coverage.

Business Feedback

10 pieces of media coverage

6,936 trail maps given out

100% of businesses would like FOR Cardiff

trail in 2024

83% said that the trail positively affected footfall

58% said that the trail positively affected sales



Audience Feedback

70% said that the trail was their primary reason for visiting St David's Dewi Sant

90% went shopping and/or eating out as well as visiting the trail

99% 'very satisfied' or 'satisfied' with the trail

95% 'very likely' or 'likely' to recommend the trail to family or friends

95% 'extremely likely' or 'likely' to visit an event like this in the future

⁶⁶ I think this year's trail was stronger than last year as it attracted people of all ages, not just kids. Great that it was more interactive with the map and the hat too, people really felt like they could



Environmental Projects



As part of St David's Dewi Sant's Big Student Winners Week, FOR Cardiff held a sustainable Swap Shop event on 29th September. In collaboration with Ethical Boutique and Rokit Vintage, the swap shop encouraged people to donate clothes to update their wardrobes while reducing waste. Wagamama offered free refreshments, student giveaways and prizes during the event and over 100 items were donated or swapped.

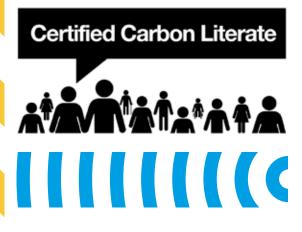
There was also an option to donate money to the SAFE Foundation if attendees were unable to bring their own items. Cardiff and Vale College students used some of the leftover items from the event to create new clothing as part of an upcycling fashion project and any remaining clothing was donated to the Ethical Boutique.

Sustainability Hub

The FOR Cardiff Sustainability Hub is a new section on the members area of the FOR Cardiff website showcasing ways that businesses can become more sustainable. Launched in October 2023, it provides a quick and easy way to access sustainability resources and to share best practice.



The hub lists volunteering opportunities so businesses can be environmentally conscious when planning corporate social responsibility activities and there is a function to list unwanted items so members can donate furniture or equipment to minimise waste and reduce overall costs.

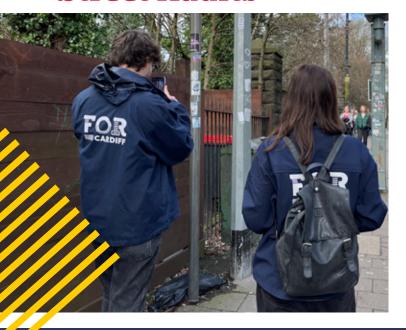


Carbon Literacy Training

In partnership with Cynnal Cymru, FOR Cardiff have developed a bespoke version of Carbon Literacy training for Cardiff businesses. The aim of Carbon Literacy training is to provide learners with a better understanding of climate change and how it's driven by human actions. The courses are 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. Eight businesses have completed the training during this reporting period.

Environmental Projects

Street Audits



FOR Cardiff have undertaken 10 street audits to help enhance the look and feel the city centre. A new environmental project for 2023, the audits identify concerns such as graffiti, lighting issues or problems with accessibility due to street clutter. The findings of each street audit help create a plan for the FOR Cardiff Cleansing Team and allow for the monitoring of changes and improvements throughout the city centre. Issues outside of FOR Cardiff's remit, such as concerns around pavements or signage being out of date, are raised with the appropriate departments in Cardiff Council or with the relevant landowner. Over the last 12 months, 110 issues were identified and 70 were resolved by the FOR Cardiff Cleansing Team.

Streets Audited:

Charles Street
Park Place
Trade Street
Newport Road
Windsor Place

St.Andrews Crescent
Westgate Street
Greyfairs Road
Wood Street
Tyndall Street

St Mary Street, Womanby Street, High Street and Park Place as part of an evening audit assessing lighting and the public realm at night.

Active Travel

To support active travel,
FOR Cardiff hosted free bike
maintenance and bike marking
at The Bike Lock in partnership
with South Wales Police the
Dropbar Workshop. FOR Cardiff
also sponsored two awards
as part of the Cardiff Cycle
City Awards – 'the Most Cycle
Friendly Business in Cardiff' and
the 'Biggest Contribution to
Making Cycling in Cardiff More
Inclusive'





Cardiff team to deliver the Active Travel
Open day at The Bike Lock was brilliant
from the outset. We couldn't do a great
deal about the soggy Welsh weather
but the enthusiasm and engagement
from everyone on the day more than
made up for it. The team were fantastic
from start to finish – from booking bike
security tagging to designing posters the
support we had from FOR Cardiff made a
huge difference. They also helped us – as
a new business – to develop numerous
new connections through their Business
Engagement Team. Diolch.

99

Tom Overton, Director of The Bike Lock

Environmental Projects

Cycle to Work Day

To mark Cycle to Work Day, FOR Cardiff held an event in Central Square with a range of activities to encourage businesses to get the most out of active travel. South Wales Police and British Transport Police offered free bike marking service and attendees took advantage of free bike maintenance with Dr Bike.

30 bikes maintained by Dr Bike

25 bikes marked by South Wales **Police and British Transport Police**

Pedal Power, Cardiff Cargo Bikes and the Electric Bike Company had bicycles, electric bikes, cargo bikes and trailers to try for free on the day. Cycle UK were also there to provide information on their Cycle Friendly Employer scheme.



Park and Ride

FOR Cardiff funded a park and ride service in November and December to help ease congestion within the city centre during the busy festive period. In partnership

with Cardiff Bus and Cardiff Council, the service ran every Saturday for 6 weeks with buses 20 minutes from County Hall in Cardiff Bay to Canal Street in Cardiff city centre.

The average usage of the service was 500 passengers per Saturday with the highest being 869 on Saturday 16th December.

500 average users per day

1.173 tonnes of Co2 emissions reduced 3,074 cars used the service

The Card scheme has continued to grow giving more employees of FOR Cardiff member businesses access to exclusive discounts and events at Cardiff city centre businesses.

At a time in which hybrid working is the norm for many businesses, The Card is a great way to attract employees back into the workplace and generate new customers for businesses based in the city centre.

During this reporting period, 89 new offers were added to The Card. Offers included discounted tickets to events, active travel discounts and offers for bars, restaurants and shops.

This year, Wagamama decided to increase their discount from 10% to 15% due to the popularity of the offer:

44 Having our offer on The Card has had a good impact on our sales during the first half of 2023. It was one of the most redeemed discounts on a weekly basis in our restaurant. For this reason, we decided to increase it from 10% to 15% off. From that moment, it not only became the most redeemed discount on a weekly basis, but the average number of discounts redeemed weekly increased from 14 to 19! ??

Alice Cannatella Wagamama, Cardiff Library



The Card



There are now over 19,000 people registered with The Card app. The Card app allows members to check and redeem offers using their smartphone. It also shows a list of events happening in the city, from

networking events to concerts and shows.

for new deals and my favourites are NCP, Scaredy Cats and Swoon! The events are great also, everything from educational events on Race Awareness to networking opportunities for the team. ??

Shawni Singh Talent Manager at Sero



FOR Cardiff run several events each year for The Card members to encourage team building and create a community of employees in the city centre. The Card events are also an opportunity for businesses to showcase their venue to a new audience. At The Card events members can enjoy a special perk such as complimentary food, drinks, or games. Over the last 12 months, 100% of attendees surveyed rate The Card events as good or excellent.

In March, over 100 employees from 21 businesses attended a dart tournament at Flight Club and competed against each other to win a prize. Attendees enjoyed the teambuilding opportunity with 93% saying they were very satisfied in the post event survey.



Club event. The team had the best time whilst making really good connections with other businesses which is what we love!! We are all excited for the next one ??

attendee from Virgin Money

In August, 40 members from 16 businesses attended a wellbeing evening at LUSH Spa Cardiff as part of The Card events. Attendees enjoyed spa tours, product-making, games and free hand and arm massages. Refreshments were provided by Bird & Blend Tea, there was live poetry by Welsh poet Taylor Edmonds and Head Above the Waves were there to talk about mental health. 92% of those surveyed purchased a product at the event and £105 was raised for Heads Above the Waves through the LUSH charity pot scheme.





⁶⁶ The evening was really well organised, with plenty of fun activities and both FOR Cardiff and Lush staff helping to make it an enjoyable event for all. I would definitely attend similar events in the future ⁹⁹

attendee from Capital Law



Gift Card

The Cardiff Gift Card has continued to grow over the past year and is now accepted in over 100 businesses with new additions including New Look, Waterstones and Zara. The gift card directly locks 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 more than £2,500. **Spend is growing fastest in restaurants and bars with a 90% increase in gift card redemptions compared to last year.** During the reporting period, there was £17,277.70 of gift card sales and £12,175.94 worth of gift card redemptions.









Talking City



In July FOR Cardiff launched Talking City, an interactive historical walking trail powered by artificial intelligence (AI). Created by technology company Hello Lamp Post, this new free attraction allows visitors to use their smartphone to scan QR codes dotted around the city centre and interact with a virtual tour guide called Ceri who shares facts, asks questions and sends pictures, audio & video of the specific locations. The trail promotes the rich history and culture of the city centre with interactive points at iconic landmarks such as Cardiff Castle, the Principality Stadium and the Betty Campbell Statue. Available in both English and Welsh, there are two separate tours for adults and families with children under 12.

So far, the trail has had 1,832 interactions from 509 users which is the highest level of engagement of any trail developed by Hello Lamp Post.



Arts and Culture: PROUD Exhibition

24 million reached through press coverage

To celebrate Pride Cymru month and Cardiff's own Pride event taking place alongside it for the first time, FOR Cardiff worked with spoken stories experts Heard Storytelling to install 8 'living portraits' around the city centre. Participating venues included Monmouthshire Building Society, LUSH Spa Cardiff and The Morgan Quarter.

These portraits featured local people who are a part of the LGBTQIA+ community and a person close to them, partners, siblings and friends. Observers could scan a

QR code alongside the photography and listen to stories of what 'pride' means to the people involved. These stories are maintained in a digital archive on the FOR Cardiff website.



66 At Monmouthshire Building Society we are passionate and committed about ensuing we create a diverse and inclusive culture for our colleagues, but also representative and supportive of our communities and members. Being part of the living portrait trail across Cardiff provides us with a fantastic opportunity to celebrate the proud stories shared by people from the LGBTQIA+ community. 99

Beverly Flood, Head of People at **Monmouthshire Building Society**

City of Arcades

City of Arcades is a brand created by FOR Cardiff in 2018 to give Cardiff a distinct local identity through the promotion of the city's seven historic arcades and unique independents. This year, we focused on delivering year round promotion that raised brand awareness and generated footfall and spend for businesses.

City of Arcades **Walking Tours**



Two new City of Arcades walking tours launched in July, adding to Cardiff's tourist offering. Fogo's Free Tours added the City of Arcades Tour to his programme of guided tours. Focusing on the rich history of the seven arcades and Cardiff Market, the two hour tour includes interesting facts, stories and pictures from the Victorian era to the modern day.





Loving Welsh Food received a grant through the City Ambition Fund to develop a City of Arcades Tasting Tour. Working with 7 independent business including Waterloo Tea, Asador 44 and Wali's Deli and Kaffeehaus, the guided tour allows visitors to meet with local producers, taste delicious cuisine and learn about the city's fascinating history. As part of the promotional campaign, Park Plaza Cardiff, Hotel Indigo and Parador 44 offered a 10% discount on accommodation for anyone that attends a tour. 30 tours were delivered from July to November and are now part of the roster of walking tours available in Cardiff city centre.





City of Arcades Day

On Saturday 18th November, Cardiff celebrated City of Arcades Day with over 110 events, offers and prizes including a life-sized City of Arcades themed board game installed in Central Square. Over 100 members of the public played the free game to win a physical City of Arcades board game and fantastic prizes donated by businesses. Cardiff itself was also turned into a playable experience with 14 game tiles dotted around the city centre. People were encouraged to pick up a playbook from St David Dewi Sant and find all 14, answering questions along the way.

From high street brands to local independents, businesses across the city centre got into the spirit of City of Arcades Day running in-store games and offering exclusive discounts. To support businesses to run their own events, FOR Cardiff offered the opportunity to bid for a grant of up to £400 to take part. Events that received funding included a comedy night at Beyond Retro, a sourdough masterclass by Pettigrew Bakeries, a bachata dance class at Constantinou salon and an unofficial Doctor Who location tour by the TV & Movie Store.

City of Arcades Day was promoted extensively across Cardiff, Bristol, Newport and Swansea with billboards, poster sites, paid advertising, social media marketing, influencer marketing

and a radio campaign on Capitol South Wales. Promotion was focused on the City of Arcades game with press and influencers receiving a physical board game and TV personality Wynne Evans revealing the board game the day before.



The event boosted footfall in key areas of the city with the Morgan Quarter seeing a 2.9% increase and St David's Dewi Sant seeing a 5% increase compared to 2022. In fact, 23% of all city centre footfall, were recorded as visiting the Morgan Quarter on City of Arcades Day. This increase was felt by businesses with 86% of those surveyed reporting an increase in customers and two thirds seeing an increase in sales. Furthermore, 100% of all businesses surveyed said they would participate again.

The event was also positively received by the public with 80% rating their experience of City of Arcades Day as good or very good and 94% saying they would attend another City of Arcades Day event.

What businesses said:

"We would love to be a part of pretty much every event going forward, my staff absolutely loved it and made the day a joy for them which is the atmosphere I want here regularly."

Edward Simmons,

General Manager of Swoon Gelato

"Well done for such a great initiative, the arcades were absolutely buzzing, there was such an amazing atmosphere, with a lovely group of people out celebrating the arcades. The champagne brunch went down really well and we were just very busy because of volume of people in the arcades! Well done on such a great job and letting us be involved."

Amy Holmes, Owner of Nighthawks

"Just wanted to say a MASSIVE thank you, congratulations and well done. The buzz in Castle Arcade was absolutely phenomenal. It was our busiest day ever (even compared to rugby days!). We also had several comments from people not realising how good Castle Arcade had become and how much change there has been in tenants. Amazing work and grateful tenants here."

David Le Masurier,
Owner of Pettigrew Bakeries

Awards and Recognition

THE ARCADES City of Arcades achieved greater IN CARDIFF? awareness and recognition this year. City of Arcades Week won the Cardiff Life Event award and City of Arcades was shortlisted by City Nation Place for the Best Placemaking Initiative award alongside national and international destinations like Chicago, Ottawa, Leeds and Brixton. A case study on City of Arcades was published by the Institute of Place Management as part of their High Streets Tasks Force which shares best practice within the place marketing industry. City of Arcades was also presented to BSc marketing students at Cardiff University and Middlesex University as an example of place marketing in practice.

City of Arcades Day Business Feedback

100% would take part in City of Arcades
Day again

90% said City of Arcades Day positively affected footfall

86% saw an increase in customers

66% reported an increase in sales

81% were satisfied or very satisfied in the event

City of Arcades Day Marketing Statistics

Total campaign reach: 48.9 million

417,100 social media impressions

213,000 social media engagements

2.6 million reach from out of home advertising

44million opportunities to see

3 WORDS TO DESCRIBE

12 influencer partnerships

City of Arcades Day Audience Feedback

98% rated their experience of Cardiff as good or very good

83% said City of Arcades Day was their primary reason for visiting Cardiff

80% were aware that City of Arcades Day was happening that day

74% of those surveyed took part in a City of Arcades Day event

80% rated City of Arcades Day as good or very good

94% would attend another City of Arcades Day event



Deliver

Cardiff Against Business Crime

Cardiff Against Business Crime
(CABC), the Business Crime
Reduction Partnership for Cardiff
appointed **Cliff Vanstone** as Chair
in February 2023 taking over
from Rory Fleming. Cliff Vanstone
brings extensive experience to
the role, working at John
Lewis & Partners for
29 years and sitting
on the FOR Cardiff
Board of Directors
as Vice Chair. Cliff is

keen to add representatives from independent businesses to the Board of Management and has met with senior police officers to talk about the £1,000,000 investment by major retailers across the U.K. under Operation Pegasus via the Home Office to target retail theft.

The CityNet radio network continues to grow



with 244 subscribers and is one of the very few schemes in the UK where a police officer monitors the radio 24/7. This year, CABC have welcomed Greggs, River Island and TK Maxx onto to SentrySIS, an incident and intelligence with South Wales and British Transport Police. In 2024, there are plans to sign an Information Sharing Agreement with Cardiff Council, increasing the network's influence.

Safer Streets Fund

In 2022, FOR Cardiff in partnership with the Cardiff Community Safety Partnership successfully bid for £750,000 towards public safety initiatives with a particular emphasis on reducing violence against women and girls. FOR Cardiff delivered £93,000 of funding and provided advice and support for the following projects:



Safeguarding Staff for Clubs and Bars

The Club Safety Team is a pilot programme in which funding is available to night-time economy premises to provide safeguarding staff responsible for safety and welfare of customers. The Club Safety Team will wear an identifiable uniform and undergo safety and vulnerability awareness training. FOR Cardiff have commissioned and delivered a bespoke training package and will be deploying staff to this role in partnership with the Cardiff Licensees Forum in 2024.

City Centre LGBTQ+ Night-Time Safety Research

The consortium of partners involved in the Safer Streets application were keen to deliver a project to support the experience of LGBTQ+ people in Cardiff, however, there is limited local data around the specific experience of this group. FOR Cardiff therefore agreed to lead research to explore the experiences and feelings of the LGBTQ+ community in relation to personal safety in the city centre. The findings will be used to generate an action plan to drive meaningful change.



Graffiti Removal Initiative

Safer Streets Funding was used 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 who has the operational responsibility for day to

day recording and investigation of offences under the supervision of the neighbourhood Sergeant.

The deployment of the mobile graffiti cameras has seen a marked decrease of graffiti in hot spot areas.









Night-time Economy

Purple Flag Accreditation

FOR Cardiff led the interim renewal for Cardiff's Purple Flag accreditation which is a scheme that recognises excellent city centre management at night, similar to the Blue Flag for beaches and the Green Flag for parks. Led by the Association of Town and City Management (ATCM), Cardiff has held the accreditation since 2019. FOR Cardiff are awaiting a decision from the Purple Flag Panel but expect a positive outcome which will prepare the partnership for a full assessment in October 2024.





Licensing Savi

Licensing Security and Vulnerability Initiative (Licensing SAVI) is a self-assessment tool designed to help licensed premise to provide a safer and more secure environment for their managers, staff, customers and local communities. It was developed at the request of the Home Office and is backed by the National Police Chiefs' Council. FOR Cardiff has provided funding to 24 licensed premises to undertake the accreditation. 14 premises are fully accredited and the remaining 10 are working towards their accreditation.

Cardiff Women's 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, FOR Cardiff launched the Cardiff Women's Safety Charter, the UK's first 24/7 charter, aiming to improve safety for women during the daytime as well as at night. Developed by the Women's Safety Network, which launched in 2021, the Women's Safety Charter contains seven commitments that will support businesses to create a zero-tolerance culture around sexual harassment in workplaces and public spaces across Cardiff. More information including a toolkit for businesses is available on

WHAT IS THE WOMEN'S SAFETY CHARTER?



Business Engagement

The Business Engagement Team have continued to build strong relationships with levy payers across the retail, hospitality, night-time economy and professional services sectors. As the key link between FOR Cardiff and the businesses who fund us, the team have been pro-actively engaging with members via regular business visits, meetings, networking events and tailored communications. Additionally, the introduction of sector specific drop-in events and popups in large offices have helped to reach disengaged members. As a result, the number of engaged levy payers has increased by 31% over the last 12 months.

If you would like to get in touch with the Business Engagement Team to discuss how you can get the most from your membership please email info@forcardiff.com

- Working with FOR Cardiff over the last year has been so beneficial for our business in many ways, such a great support network in more ways than we could have imagined. The opportunity to take part in local events such as the City of Arcades Day and networking breakfasts has really made us feel part of the community and helped us build ties with other businesses. The free courses that are offered have also been invaluable to us and our team. The last of the course that are offered have also been invaluable to us and our
- The networking opportunity was invaluable; there's only so far social media and emails can take you so to have an in-person event where people from diverse industries and backgrounds can meet and share ideas is something you cannot put a price on. ??-attendee of a FOR Cardiff business event.

Student Internship Scheme

Working in partnership with the Student Futures Team at Cardiff University, this year saw the successful delivery of our internship scheme which aims to build bridges between the talented future workforce currently studying at Cardiff University and city centre employers. The scheme offers part-funding to Cardiff based businesses to hire a Cardiff University student for an eight week internship to gain valuable industry experience. Eight students were placed in seven



member businesses in roles as varied as finance, events and administration. One of the students placed has gone onto a fulltime role with the business.

1've immensely appreciated my internship experience and can envision a potential future in administration. Working with The Wallich has been a delight; their warm reception and unwavering support during my learning phase were truly commendable. I am also deeply grateful for the funding provided by FOR Cardiff. It's their support that has enabled me to take advantage of this amazing opportunity. Laura Hickey, Intern at The Wallich

Partnership Working

Cardiff Business Events Partnership (CBEP)

FOR Cardiff continues to support this partnership between Cardiff Council, the Cardiff Hoteliers Association and Cardiff venues to attract business events through promotion and marketing of Cardiff as a business events destination. This has included attending international trade events, delivering a delegate experience campaign, undertaking research to gain better sector insight and supporting venues and accommodation to secure these events.

Cardiff Hoteliers Association

FOR Cardiff are delighted to have further developed our relationship with the Cardiff Hoteliers Association this year by supporting them with the organisation of meetings and minute taking as well as amplifying their voice to key stakeholders to further promote the good work they do for the sector and the city centre.

CAP - Community Alcohol Partnership

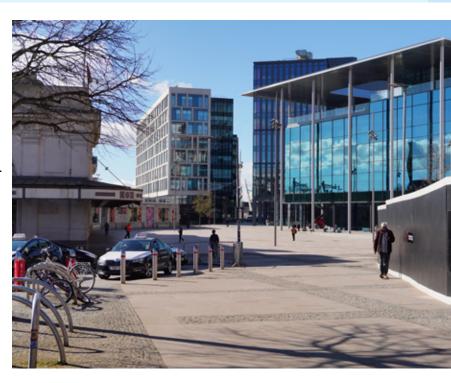
FOR Cardiff are founding members of Cardiff's Community Alcohol Partnership (CAP) who were once again awarded 'CAP of the Year' for its work in reducing alcohol related harm to 17-25 year olds, particularly within Cardiff's student population.



Partnership Working

Central Square Resilience Group

The Central Square Resilience Group continue to meet to protect businesses within this iconic location. The group held a tabletop emergency planning exercise at the Principality Stadium in the summer and have a full itinerary in 2024 where they will prepare for the introduction of Martyn's Law and align their business continuity plans. Legal and General were welcomed to the group following their relocation to Central Square and the opening of the new bus station in 2024 will also bring new stakeholders to the group.



Into Work - Recruitment Fairs

In 2021, our members shared feedback on the recruitment challenges they were facing post pandemic. To support businesses with this issue, FOR Cardiff began working closely with Cardiff Council's Into Work Advice Service to promote their Cardiff city centre recruitment fairs. Three recruitment fairs were held during the reporting period in collaboration with the Welsh Refugee Council, the Department of Work and Pensions and Scope. The events were well attended with many businesses successfully filling positions. In January 2022, approximately 1,300 job seekers attended and 1,000 job applications were completed.

66 The partnership between Cardiff Council's Into

Work Service Employer Liaison team and FOR Cardiff has been extremely beneficial. Through this collaboration, the team has established strong connections with employers in Cardiff City, which is crucial in their efforts to assist job seekers in finding work.

Additionally, FOR Cardiff provides valuable market intelligence regarding new employers in the city and facilitates introductions, which has been invaluable for Into Work. The team is grateful for FOR Cardiff's support and looks forward to continuing this partnership, as well as expanding connections with local employers to further enhance their recruitment support capabilities. 99

Clare Humphreys, Employer Liaison Officer, Into Work Advice Service.

Partnership Working

Cardiff and Vale College – Catering and Hospitality Academy

To further support hospitality businesses with recruitment, FOR Cardiff provided funding to Cardiff and Vale College to create a 'barrier fund' for their Catering & Hospitality Academy.

This fund allows students to cover transport or childcare costs, thereby removing any barriers to entry. The fully funded course is designed to be fast-track into the catering and hospitality industry. Working in partnership with Cardiff employers, graduates of this course are guaranteed an interview with a hospitality venue.





The Cyber Resilience Centre for Wales (WCRC)

The Cyber Resilience Centre for Wales (WCRC) helps Welsh micro-businesses, small businesses, SMEs, charities and other third-sector organisations to build, maintain and increase cyber security awareness. Cyber security awareness ensures better protection from the very real threat of internet-related cybercrime. FOR Cardiff's Business Crime Reduction Manger sits on the WCRC advisory panel and FOR Cardiff hold Community Ambassador Membership. As part of the partnership, FOR Cardiff assist the WCRC with promoting effective cyber resilience practices to our membership including exclusive discounts for WCRC training packages and an introduction to cyber resilience at our Terrorism Awareness training course.

Cardiff Council Operational Meetings

FOR Cardiff continue to work closely with Cardiff Council, attending weekly operational meetings with the City Centre Manager, Warden Team Manager and South Wales Police as well as a bi-weekly meetings with Cardiff Council's economic development and marketing teams. These meetings allow FOR Cardiff to be briefed on operational matters and ensure businesses' voices are heard.

Cardiff Licensees Forum

FOR Cardiff continue to work in partnership with the Cardiff Licensees Forum who are key stakeholders in the Purple Flag accreditation for Cardiff and its Chair is the named individual submitting the annual application to the Association of Town and City Managers. The forum is undergoing a period of change which will widen its representation and extend its impact to more licensed venues.

Represent



Equality City

In May, FOR Cardiff revealed its plan to make Cardiff the first Equality City by culturally embedding equality and diversity into working practices across the city and supporting action towards wider changes in policy, planning and the public realm. The Equality City project was officially launched at the Cardiff University Centre for Student Life with keynote speaker, Bernie Davies, an award-winning equality, diversity and inclusion (EDI) author and advisor, who delivered a talk on Allyship in the Workplace.



Businesses can make a commitment to Equality City on www.equalitycitycardiff.co.uk and begin their journey to gain Equality City status. To support businesses, FOR Cardiff have provided free training courses in Race Awareness with No Boundaries Training & Consultancy, Introduction to Allyship with



Stonewall Cymru and LGBTQ+ Inclusion for Senior Leaders with Stonewall Cymru. Techiquest has become the first business to gain Equality City status with several more businesses working towards official status.

training sessions on LGBTQ+ Inclusion and Race Awareness with Stonewall Cymru and No Boundaries Training. It's important that businesses and individuals develop a deeper understanding of the lived experiences of people of all backgrounds in order to actively create more inclusive workplaces. ??

Richard Stephens-Knott St David's Dewi Sant Cardiff (Landsec)

City Ambition Fund

Launched in April 2022, the City Ambition Fund is an opportunity for people, businesses and organisations, who have an idea that aligns with FOR Cardiff's aims to access funding and see their projects come to life. It also provides a transparent and strategic allocation of FOR Cardiff's external funding pot. This year, £50,000 of funding was allocated to a variety of projects and FOR Cardiff continue to work with projects funded in previous years.

This Year's Funded Projects:

Guerilla Galleries by Pallet Arts: Guerilla Galleries make creative use of vacant windows across the city centre by providing a platform to showcase and importantly sell, the work of local artists.



City of Arcades Tasting Tour by Loving Welsh

Food: This newly launched food-led walking tour of Cardiff adds to the city's tourist offering and extends the City of Arcades brand. The tour, offered in English and Welsh, introduces participants to a wide range of businesses including Wally's Deli and Bar 44.













66 I booked my partner and I onto this tour as a birthday present to him and we're so glad that I did. It's the perfect way to spend a day in Cardiff.. some of the city's best food stops, combined with a guided tour of some of Cardiff's finest landmarks. Sian's knowledge of Welsh food and Cardiff's food venues is second to none and it was a joy to meet our fellow tourers. I'm from Cardiff yet I still learnt a lot about the city along the way and having moved slightly further afield it was an opportunity to re-discover my very special home city! " review of Loving Welsh Food













Taking Flight Theatre: With support from the City Ambition Fund, Taking Flight theatre brought a series of free workshops to the city centre, specifically to the Cardiff Story Museum, bringing over 850 young people into the city.

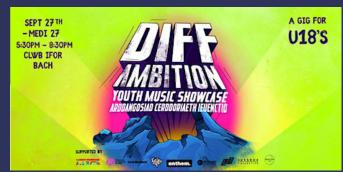
Anthem Cymru: The DIFF Ambition Youth Music Showcase was a series of live music events for underage audiences hosting events in a range of member venues including Clwb Ifor Bach and St Davids Hall. The events welcomed 252 young music fans and platformed 30 young bands and artists.

Tafwyl: Support from the City Ambition Fund allowed the Tafwyl festival, which took place on the 15th and 16th of July, to expand beyond the festival site in Bute Park and into the city centre with on street live performances from artists including Wonderbrass and Mared Williams.









Meta vs Life by Hijinx Theatre: City Ambition funding provided to Hijinx Theatre was used to leverage in an additional £50.000 grant from the Arts Council of Wales which is being invested into this theatre experience which takes place simultaneously in the city centre and online. Part immersive performance, part escape room, part

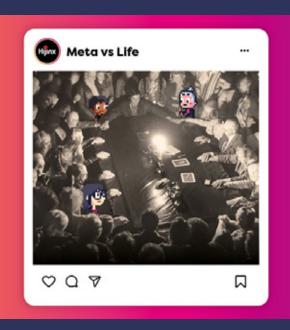
murder mystery, the audience can choose to play as ghost hunters (in-person) or the recently deceased (online). This performance runs from January 26th to February 17th and outcomes will be reported in next year's annual report.

Radar Magazine: City Ambition funding is helping Radar magazine transition to a more financially sustainable model which will allow this print platform to expand its reach promoting local independent businesses as well as Cardiff's vibrant arts and culture scene.

Learning Disability Guide for Businesses in partnership with Cardiff People First: City

Ambition funding has bene used to develop this project which will help consumer facing businesses in the city centre become more accessible to people with learning disabilities. The research phase of this project is still ongoing and outcomes will be reported in next year's annual report.

GALVANISE! 'Get talking' Media Trail by HelpU: City Ambition funding was used this year to develop this public art project which will be delivered in the coming year, this photography project will be delivered in partnership with John Lewis.



Ding! Cardiff Cycle
Tours: City Ambition
funding is supporting
the set-up of this multilingual cycle tour provider
that will be launching
to the public in 2024.
Specifically, funding was
used to cover the costs of
purchasing second hand
bikes. More information
on the upcoming tours will
be available soon.

The Cardiff WinePassport was funded by

the initial wave of the City Ambition Fund and received additional funding this year to help the project progress to financial sustainability. So far, the Cardiff Wine Passport has returned well in excess of £35,000 to restaurants and bars in the FOR Cardiff area, greatly exceeding the level of support provided by FOR Cardiff.



//// Financial Overview ////

The BID levy, which is our primary form of income, is collected by **Cardiff Council in accordance with** the Business Improvement District Regulations (Wales) 2005 and transferred in full to FOR Cardiff upon receipt.

For the period December 2022 to November 2023, the total liability for the **BID levy was** £1,413,923 and the year-end figures show a collection rate of 95% with some additional late collection still expected.

Over the course of the last 12 months, FOR Cardiff have secured an additional £150,551.68 to complement our levy income.

This additional income has increased our budgetary capacity by more than 10%. More than 50% of the funds spent by FOR Cardiff this year have been immediately returned to the Cardiff economy through spending with people and organisations based in the city.

Details of our full annual accounts will be available at Companies House and on our website www.forcardiff.com/for-cardiff**businessdownloads/** if you would like to see a more detailed and timely reflection of FOR Cardiff's accounts.







Figures

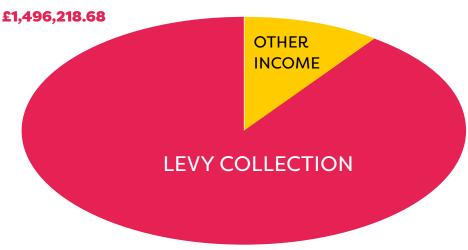
Funds Carried over from 2021/22 - £726,639

Income 2022/23

Levy Collection Total £1,345,667

Other Income £150,551.68

Total Income £1,496,218.68



Expenditure 2022/23

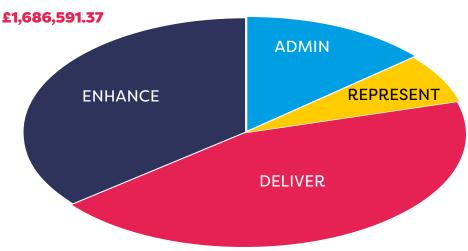
Enhance £593,626.92

Deliver £715,956.63

Represent £114,182.23

Administrative £232,818.59

Total Expenditure £1,686,591.37



Deficit for the period (£190,372.69)



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