

 **CARDIFF**

**WORKING GROUP  
RECRUITMENT INFORMATION**

# WORKING GROUP RECRUITMENT

We need experienced individuals to join our Working groups. Members of our groups will have the opportunity to lend their expertise to shape our decision making and influence a variety of projects that will have a direct impact on Cardiff City Centre and those who live, shop and work there. Individuals do not need to work or reside in the Bid area to join our working groups. We are committed to building a diverse and inclusive team and we encourage candidates from a range of backgrounds to apply.

We are looking to recruit individuals to join one of 5 groups.

- Place Shaping
- Place Management
- Place Marketing
- Member Relations
- Corporate Affairs

Working group members will need to commit to a minimum of 3hrs on a quarterly basis which will be set out at the beginning of the year. There may be times when more meetings are needed, in these cases prior notice will be given at least 2 weeks in advance.

Each group will have a Chair and a Vice Chair who together with FOR Cardiff's Work Stream leads will guide the meetings.

## CHAIR AND VICE CHAIR EXPERTISE / EXPERIENCE

- Governance
- Charing experience
- Ability to draw people into conversations and pull out actions for the team or group
- Financial management/budget setting experience
- Commitment to FOR Cardiff achieving its objectives
- Supporting the team in preparing papers/research in advance of the meeting

## WORK STREAM GROUP EXPERTISE / EXPERIENCE

Place Shaping	Place Management	Place Marketing	Member Relations	Corporate Affairs
<ul style="list-style-type: none"><li>• Architecture<ul style="list-style-type: none"><li>• Planning</li><li>• Arts and Culture</li></ul></li><li>• Public Realm projects<ul style="list-style-type: none"><li>• Green infrastructure</li></ul></li><li>• Transport/city planning</li></ul>	<ul style="list-style-type: none"><li>• Contract Management</li><li>• Night-time Economy venue management</li><li>• Crime/safety project management</li><li>• Environmental projects</li><li>• Partnership working</li><li>• Town/city centre management</li></ul>	<ul style="list-style-type: none"><li>• Marketeer</li><li>• B2C Events<ul style="list-style-type: none"><li>• Market Research</li><li>• Brand creation/development</li></ul></li><li>• Educational campaigns<ul style="list-style-type: none"><li>• Place marketing/branding/PR</li></ul></li></ul>	<ul style="list-style-type: none"><li>• B2B Events<ul style="list-style-type: none"><li>• Network development</li><li>• Employee benefits programme development</li></ul></li><li>• B2B Communications<ul style="list-style-type: none"><li>• Student engagement</li><li>• Equality Diversity &amp; Inclusion</li></ul></li></ul>	<ul style="list-style-type: none"><li>• HR</li><li>• Financial management</li><li>• Staff well-being</li><li>• Staff development</li><li>• Strategy development</li><li>• Data and research analysis</li><li>• Lobbying/Policy</li></ul>

## **PLACE SHAPING**

FOR Cardiff is sculpting the future of Cardiff city centre through a comprehensive place-making strategy. This goes beyond just marketing and promotion, encompassing tangible projects that revitalize the public realm, prioritize green infrastructure, and create a seamless transportation network. From captivating art installations and cultural hubs to accessible green spaces and efficient public transport, Cardiff is creating a range of experiences that cater to diverse needs. This holistic approach aims to attract tourists, empower businesses, and nurture a vibrant community, ultimately boosting the city's economy, enhancing its international image, and solidifying its position as a leading Welsh destination to visit, work and live.

## **PLACE MANAGEMENT**

FOR Cardiff has a place management strategy with safety and partnership at its core. This data-driven approach goes beyond aesthetics. Green spaces, seamless transport, and environmental consciousness are integrated to create a vibrant experience for everyone. Strong partnerships with public and private entities ensure safety through initiatives like crime prevention, fostering a thriving community where everyone feels comfortable. Cardiff isn't just aiming to be a leading Welsh destination, it's becoming a dynamic, sustainable hub where safety and collaboration are cornerstones. This strategy positions Cardiff for long-term growth and solidifies its status as a premier Welsh destination built on teamwork and security.

## **PLACE MARKETING**

FOR Cardiff aims to present Cardiff city centre as a premier Welsh destination for tourism, business, and residents. By leveraging data led decision making and event / project planning we can highlight a robust infrastructure, and rich history to attract high-calibre tourists, cultivate a thriving business ecosystem, and enrich the lives of residents. Through consistent brand messaging and targeted marketing, we aim to elevate Cardiff's national and international profile, drive economic prosperity, and ultimately enhance the overall quality of life within Cardiff's dynamic and ever-evolving city centre. This proactive strategy positions Cardiff for exciting growth and solidifies its status as a leading light in Wales.

## **MEMBER RELATIONS**

FOR Cardiff's member relations strategy hinges on cultivating vital connections through targeted B2B events and a dedicated business network. We can impact and contribute to employee benefits programs to attract and retain top talent, bridge the education-employment gap with student engagement, and amplify member voices via strategic B2B communications. All this thrives within a diverse and inclusive community, empowering every business to reach its full potential.

## **CORPORATE AFFAIRS**

FOR Cardiff's success hinges on empowered people and data-driven choices. We invest in our team's well-being and development, fostering a skilled workforce that excels in strategic planning, analysis, and informed lobbying. This expertise isn't just for us – we share it, helping other communities build vibrant city centres through workshops, research, and policy advocacy. By collaborating and leveraging data, we can create a network of thriving communities, each driven by empowered people and smart decisions.

## WHO ARE FOR CARDIFF?

We are a private, not-for-profit membership organisation which was voted for by the city's businesses in June 2016.

We began our first five-year term in December 2016 with an ambitious plan to transform Cardiff city centre.

## WHAT ARE BIDS?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their city centre, and also how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area.

BIDs can run for a maximum of five years and during this time they must be able to show that they are benefiting the businesses that fund it.



## OUR SECOND TERM

In June 2021, we asked businesses to reaffirm their commitment to FOR Cardiff and to improving the city centre through a vote to deliver a second term.

Our renewal ballot was successful with businesses voting 91% yes by number and 94% yes by rateable value.

More than £7 million will be invested in Cardiff over the next five years to help improve the capital.

You can find out more about our vision for Cardiff's future by reading the FOR Cardiff 2021-2026 Business Plan.

## WHY DO BUSINESSES SUPPORT BIDS?

BIDs have the ability to increase footfall to an area, reduce business costs and improve services. As they can run for up to five years they also give businesses the opportunity to plan ahead.

BIDs put the control into the hands of the businesses themselves. BIDs do not substitute services provided through business rates, they must provide additional services.

## THE BID AREA

We operate within a defined geographical area across Cardiff city centre from Newport Road to Callaghan Square. Businesses within this area with a rateable value of over £25,000 pay a 1% levy to FOR Cardiff.

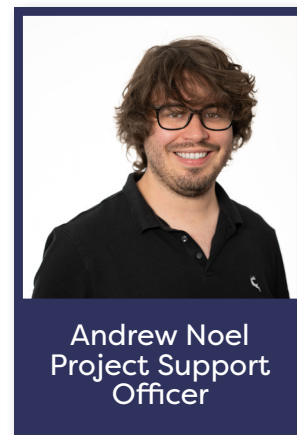
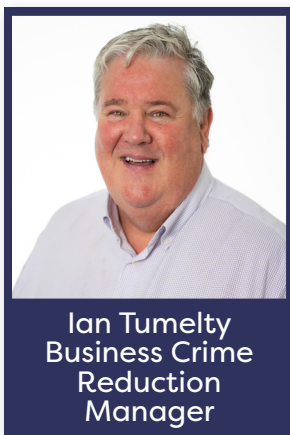
Our members cover a diverse range of businesses from the professional, retail, leisure, and educational sectors. We represent a voice for businesses and through our energy, leadership and influence we aim to respond to the needs of our members and improve Cardiff city centre for all.

Please remember that you do not need to be a FOR Cardiff member to join our work-stream groups.

Not sure if you are a member? View our members directory at [www.forcardiff.com](http://www.forcardiff.com) or get in touch.



## MEET THE TEAM



Continue to read more about our business engagement team: Rick Yale, Ilesha Meah, & Amanda Evans.

## YOUR BUSINESS ENGAGEMENT TEAM

# Rick Yale

I'm Rick, **Business Engagement Officer for the Day-time Hospitality sector**. With over 10 years' experience working in retail and hospitality, I have first-hand knowledge of the issues businesses face day to day. I enjoy working closely with hotels and daytime hospitality to support, signpost, and keep them updated with FOR Cardiff's initiatives and opportunities within the city. **Contact me to discuss the value FOR Cardiff can bring to your business and how we can work together to enhance Cardiff.**



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

 <https://www.linkedin.com/in/rickyale>

 07497 108 826

## YOUR BUSINESS ENGAGEMENT TEAM

# Iesha Meah

I'm Iesha, **Business Engagement Officer for the Professional Services sector** and my role is to build positive working relationships with our corporate and charity members. I'm passionate about meeting new businesses and making connections. **Members can get in touch with me about projects such as Equality City, our internship scheme, recruitment fairs and networking opportunities.**



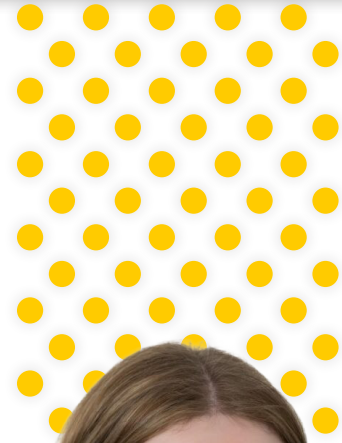
 [iesha@forcardiff.com](mailto:iesha@forcardiff.com)

 <https://www.linkedin.com/in/iesha-meah/>

 07983 311 723

# Amanda Evans

I'm Amanda, the **Business Engagement Officer for Retail**. I've come to FOR Cardiff after a long career in retail management, so I understand and empathise with the concerns of retailers in the city. I aim to foster a sense of community within the retail sector by facilitating introductions between like-minded businesses and sharing engagement opportunities. **Get in touch with me to talk about signing your business up to the Cardiff Gift Card or adding an exclusive discount to The Card.** I'm always up for a coffee and a chat!



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



<https://www.linkedin.com/in/amanda-a-evans>



07572 163 923



## OUR MOST POPULAR PROJECTS

### THE CLEANSING TEAM

FOR Cardiff fund a **Cleansing Team** to **jet-wash, remove gum and remove graffiti** across Cardiff city centre.

We believe that the look and feel of a location is critical to customer experience, appeal, and economic success. That's why our Cleansing Team undertake work that is over and above Cardiff Council's cleansing provision.

We also offer a call-out service for member businesses. Businesses can call upon us to deep clean private property and remove any unwanted items or debris that have been left outside premises.



### NIGHT MARSHALS



As one of the UK's major event locations, Cardiff's economy is heavily reliant on our hospitality industry, particularly the evening and night-time economy.

A crucial part of the safe and efficient running of the city centre, evening and night-time economy is **our Night Marshal team, who support residents, visitors, and businesses in getting people home safely and managing any anti-social behaviour that may occur.**

Please contact [info@forcardiff.com](mailto:info@forcardiff.com) if you have any questions about this project.

# CARDIFF AGAINST BUSINESS CRIME (CABC)

Cardiff Against Business Crime (CABC) is committed to protecting Cardiff businesses by providing its members with the tools and intelligence to prevent, detect and reduce business crime.

Through our CityNet radio subscription and SentrySIS intelligence sharing software, we can connect you to an effective communications network and provide you with up-to-date information on current offenders and local crime trends.

Scan to visit the CABC website  
[www.cardiffabc.com](http://www.cardiffabc.com)



In 2019, CABC was accredited by industry-body Secured by Design under the current standards for Business Crime Reduction Partnerships promoted by the Police Chief's Council. CABC was joint first in Wales and fourth in the UK to receive this accreditation.

## THE CARD

Scan to find out more about 'The Card'



Created in 2019, **The Card is a discount and events scheme available to employees that work at FOR Cardiff member businesses.**

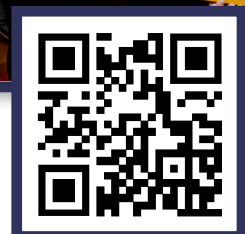
Members can sign-up to access exclusive discounts at Cardiff city centre shops, restaurants, bars, entertainment venues and more.

Employees of member businesses can also download the Card App to easily redeem discounts and learn more about local events.

E-mail [thecard@forcardiff.com](mailto:thecard@forcardiff.com) or speak with your relevant Business Engagement Officer to find out more.



Download the FOR Cardiff Card app to sign up or access discounts events and more.



# CARDIFF GIFT CARD

The FOR Cardiff gift card locks spend into the city centre providing a direct financial return for our participating members.

The cards can be spent in more than 100 businesses including independents and major national brands and continues to grow in scale.

The gift card has a dedicated marketing budget to continuously promote it as the card of choice. Participating businesses are the key focus of these marketing campaigns meaning they also benefit from this increased profile.

FOR Cardiff members are also able to access discounts when placing orders for large volumes of the gift card.

If you would like to discuss joining the scheme or buying cards for your employees speak with your Business Engagement Officer or email [giftcard@forcardiff.com](mailto:giftcard@forcardiff.com)

Margaret Waters, General Manager of the Park Plaza Cardiff has taken advantage of this offer.

*"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."*



LUSH



schuh



ASADOR 44

H.SAMUEL



PRIMARK®



EST.1851  
MOSS BROS.

You can find out more at [www.cardiffgiftcard.com](http://www.cardiffgiftcard.com)

# CITY AMBITION FUND



**CITY AMBITION FUND**  
INVESTING IN THE FUTURE FOR CARDIFF

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.

The fund was developed as a new project for our second term after we received feedback during consultation that levy payers wanted to see a more transparent and strategic allocation of our external funding.

The City Ambition Fund opened for the first time in our 2022 and provided funding to a wide range of projects. To find out more about the first round of funded projects Click here.

Jane Cook who received City Ambition Funding to deliver the inaugural Cardiff Wine Passport described the fund as,

*"Brilliant – I absolutely could not have made this happen without the funding."*

Cardiff Wine Passport delivered an economic return to our members far outweighing our investment in the project. Our aim for the City Ambition Fund is that it can continue to act as a catalyst for emerging city centre projects so that they can deliver for our levy payers over the long term.

**To find out more about our funded projects scan or to apply scan the QR code or visit [www.forcardiff.com/stories/city-ambition-fund/](http://www.forcardiff.com/stories/city-ambition-fund/)**



## INTERNSHIP PROGRAMME



Working in partnership with the Student Futures team at Cardiff University FOR Cardiff have developed an internship programme which will help to strengthen links between the university and local employers. This scheme builds on FOR Cardiff and Cardiff University's position as Real Living Wage employers and offers subsidised paid placements to Cardiff students in FOR Cardiff members.

FOR Cardiff members can access funding toward the cost of employing a student on a placement for between four and twelve weeks. The Student Futures team will work with you to develop a role profile, advertise the position to students and recent graduates, and help to sift applications if required.

**To get involved in the internship programme please email your Business Engagement Officer or, if you are unsure of who your officer is, please get in touch via [info@forcardiff.com](mailto:info@forcardiff.com).**

*"I am immensely grateful for the chance I had to undertake an internship through FOR Cardiff. This experience not only enhances my CV but has also equipped me with a multitude of valuable skills"*  
**- Laura Hickey - intern at The Wallich**

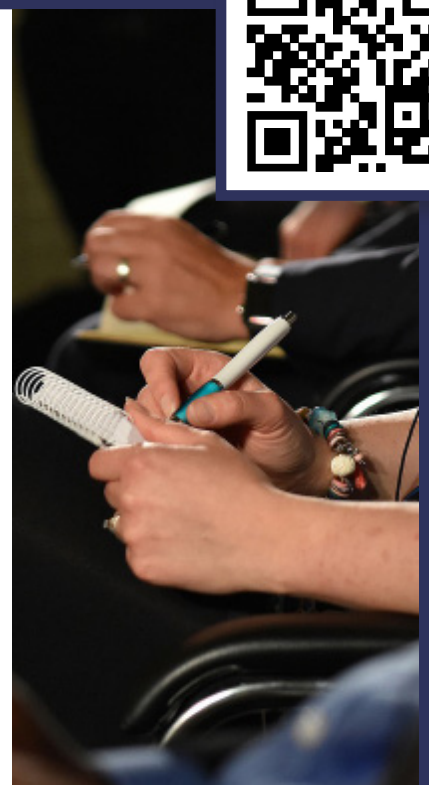
## FREE MEMBER TRAINING

Our fully funded training programme is one of our most in-demand projects, with hundreds of businesses saving thousands of pounds annually.

We offer a wide breadth of courses will be available to your staff at zero cost; from in-person training in **HABC Emergency First Aid At Work, HABC Level 2 Food Safety and HABC Level 2 Fire Safety to e-learning courses on conflict management, equality & diversity and GDPR**. Our online courses are fully flexible – allowing employees to complete them when and where suits them.

We aim to expand this project, mapping partnerships where members will be entitled to fully funded, professional qualifications, to help advance their careers and expertise.

**For more information speak with your Business Engagement Officer Scan the QR Code or visit [www.forcardiff.com/training](http://www.forcardiff.com/training)**



## ENVIRONMENTAL PROJECTS

Environmental concerns are increasingly high on our members' agenda and we are keen to work with businesses to help Cardiff transition to a greener economy.

We have a number of resources available for members on our website at our Sustainability Hub. If you want to promote best practice? Donate your office furniture? Or simply have an opportunity to share? We can help.

We also conduct audits of streets in our BID area. During these audits we identify areas of improvement and work with our cleansing team and local stakeholders to improve the area.



## TRANSFORMING PUBLIC SPACES

As Wales' capital city there is an expectation of how the city should present itself and welcome visitors.

There are examples of how Cardiff does an excellent job in many areas, such as Cardiff Castle, Bute Park, and The Hayes. However, there are parts of the city which are in need of investment and love.

We will deliver, influence, and partner to make Cardiff an outstanding place to visit, work and live.

Feedback during our business member consultation demonstrated a desire for more welcoming and attractive public spaces, to allow people to congregate and enjoy themselves. We will investigate opportunities in this area, such as the implementation of pocket parks.

We also had excellent feedback on the floral decorations we have invested in during our first term and will continue to add a splash of colour across Cardiff streets via our hanging baskets and planters.

**If you have any questions about this project please speak with your Business Engagement Officer or email [info@forcardiff.com](mailto:info@forcardiff.com)**



# EQUALITY CITY

The Equality City project is a partnership between FOR Cardiff and businesses and charities across Cardiff. The project aims to culturally embed the concept and understanding of equality and diversity into working practices across the city, and support action towards wider changes in policy, planning and the public realm in relation to city life.

Signatories to the Equality City Pledge, commit to taking action to improve workplace equality, diversity and inclusion.

By signing this pledge businesses in Cardiff:

- Show their support for equality, diversity and inclusion.
- Recognise the important role that business can play, in partnership with others, to build a truly inclusive city.
- Commit to taking action to ensure their workplaces are inclusive and diverse.

**To sign the Equality City pledge, and view our business packs, visit the Equality City website [www.equalitycitycardiff.co.uk](http://www.equalitycitycardiff.co.uk) or speak with your Business Engagement Officer for more information.**

## Training

As part of our work to become an Equality City FOR Cardiff will be running a variety of workshops for our members and their teams. Our first race awareness sessions in partnership with the No Boundaries consultancy was run throughout the past year.

**More dates will be announced soon. Please email [info@forcardiff.com](mailto:info@forcardiff.com) to register your interest or speak with your Business Engagement Officer.**

Visit [www.equalitycitycardiff.co.uk](http://www.equalitycitycardiff.co.uk) or scan the QR code to find out more about equality city



## A REPRESENTATIVE VOICE

Throughout our first term, FOR Cardiff has lobbied Welsh Government, South Wales Police and Cardiff Council on a plethora of city centre issues such as homelessness, antisocial behaviour and Covid 19 support, but we need to do more.

The challenges and threats to a significant proportion of our membership, have never been more poignant than they are now. If the support or financial packages and changes in policy are not significant enough, then the landscape of Cardiff will look very different.

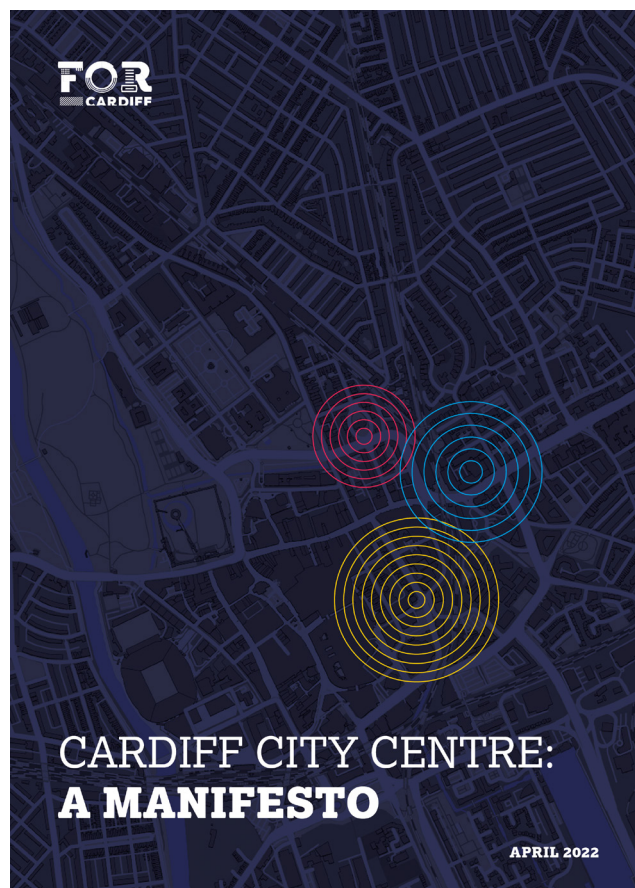
As the representative body for businesses in the city centre, FOR Cardiff will work to position city centres high on government agendas, to ensure that Cardiff remains a vital and viable urban centre for generations to come.

**An early indicator of our work in this area is our well received Recovery Manifesto for Cities and High Streets**, which was launched in advance of the 2021 Senedd elections.

The manifesto outlined 8 priority areas for the Welsh Government to focus on, to ensure that city centres recover sustainably from the pandemic and overcome the challenges they were facing before the pandemic began. Facing city centres that were present before the pandemic began. Examples included a large-scale review of business rates, maintaining the benefits of good office environments, whilst transitioning to a blended and accessible working dynamic, and continuing to invest in developing high-quality public transport infrastructure.

**To read the manifesto and English and in Welsh please visit [www.forcardiff.com](http://www.forcardiff.com).**

**Alternatively, if you would like more information please speak with your Business Engagement Officer or email [Emily Cotterill, emily@forcardiff.com](mailto:emily@forcardiff.com).**



Visit [www.forcardiff.com](http://www.forcardiff.com)  
or scan the QR code to  
find out more about the  
manifesto.







# 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)

 [This document is fully recyclable](#)