



## AN ENVIRONMENTAL, SOCIAL, AND GOVERNANCE STRATEGY

BRINGING THE WELLBEING OF FUTURE GENERATIONS ACT (2015) TO BUSINESSES AND THE CITY



# EXECUTIVE DIRECTOR'S WELCOME

In the eight and a half years since FOR Cardiff's inception environmental and social issues have, rightly, risen much further up the business agenda. FOR Cardiff have been delivering specific projects in response to this changing agenda for a long time but as Executive Director it was important to me that we approached this strategically. I wanted to make sure we were delivering not just operational, practical interventions for the city but also with purpose, and in the way our 800+ members wanted to see. We know that moving forwards this area of our work is only going to become more important to our businesses.

As a BID in Wales we have a unique framework to work with for these plans, the Wellbeing of Future Generations Act. As a private company FOR Cardiff might not be bound by the act but we see the way this approach is shaping the future of Wales and the seven Wellbeing Goals were a natural way for us to outline our future ambitions. This approach allows us to work closely alongside key partners who have legal obligations under the act such as Cardiff Council, Transport for Wales, Cardiff Capital Region, and South Wales Police. Our aspiration is that this approach can also act as a bridge to help the private sector better integrate with the act as well.

When we sat down to review our ongoing work and understand how we could be better evolving into this space something became clear very quickly, a large proportion of our projects are already supporting this agenda. There are the obvious ones like our Equality City project and our Cycle to Work Day events but there are less immediately obvious ones as well – our free family friendly events contribute to the goals of cohesive communities and a vibrant culture. There are projects mentioned throughout this document that were far from the top of our minds when we first started these conversations.

The strategy has been developed around extensive consultation with our member businesses who consistently confirmed their ongoing support of the socially focused projects we have been delivering for years. Our businesses told us that what would really help them on their journeys, and where they see the real opportunities for FOR Cardiff to add value, is via joining up the dots across the city and making sure they are able to access the resources available to them.

The team, board, and I are looking forward to seeing this strategy delivered over the coming months and years. If you're a FOR Cardiff member and you're interested in being involved in any of the projects outlined below please do get in touch.

Carolyn Brownell  
Executive Director - FOR Cardiff



# INTRODUCTION

FOR Cardiff is Cardiff's Business Improvement District (BID). Established in 2016, it represents 800+ city-centre businesses and helps make Cardiff a safer, cleaner, and happier place for people to visit, live, work, and do business. As one of the largest BIDs in the UK, FOR Cardiff has been at the forefront of pioneering new ideas and innovations to make Cardiff the proud European capital it is today.

Since its inception, FOR Cardiff has invested over £10 million in initiatives aimed at making Cardiff a more welcoming, vibrant, and influential city. These efforts encompass a range of projects, from place-making and public realm improvements to campaigns that boost the city's profile.

This Environmental, Social, Governance (ESG) Strategy looks at:

- Environment: increasing recycling and reuse rates, reducing energy consumption, and city greening.
- Social: improving safety, reducing crime, improving staff wellbeing.
- Governance: diversity training, staff, and management training.

The ESG Strategy uses the seven wellbeing goals laid out in the Wellbeing of Future Generations Act (2015) as guiding themes and adapts those goals to the more local remit of FOR Cardiff. These adapted goals are:

- A Resilient Cardiff
- A Prosperous Cardiff
- A More Equal Cardiff
- A Healthier Cardiff
- A Cardiff of Cohesive Communities
- A Cardiff of Vibrant Culture & Thriving Welsh Language
- A Globally Responsible Cardiff

FOR Cardiff maintains a strong commitment to enhancing the BID area and the city, while achieving positive social and environmental benefits. We feel it is important that this strategy not only delivers for the BID area but also helps our members on their path to being environmentally and socially sustainable.

**“Wales will not be able to achieve our seven long-term well-being goals without the involvement of the private sector. I am delighted by FOR Cardiff's commitment to mobilise city centre businesses to take action for a more sustainable Wales”**

Derek Walker - Future Generations Commissioner for Wales



We're lucky to call one of Europe's greenest cities home. With extensive parks and open spaces, Cardiff is uniquely positioned to champion biodiversity, urban resilience, and sustainability. In order to achieve this we will:

### **3.1.1 Create and coordinate pop-up gardens and additional greening opportunities throughout the city centre**

We want to spread some vibrant green through the greyer parts of the city centre, helping redefine and bring life to areas with lower footfall or other issues. This commitment helps achieve the Resilient Wales wellbeing goal by improving biodiversity in overly urbanised areas.

### **3.1.2 Promote and coordinate an annual Volunteer Litter Picking Day.**

Alongside wider work to encourage our members into volunteering we will host at least one annual volunteer litter-picking day to help our members network and achieve their own environmental goals while helping keep the city clean and tidy.

### **3.1.3 Relaunch our Sustainability Hub.**

We will relaunch and repopulate our online sustainability hub, supporting the local circular economy and allowing members to share resources and reduce waste. The hub will include best practices and information sharing, as well as a waste items directory to help organisations find good homes for their unwanted items.

### **3.1.4 Support our businesses to reduce waste and improve recycling rates**

Wales has the second highest recycling rate of any nation globally. This is an achievement that the whole nation should rightly be proud of and has been achieved in large part due to active interventions from the Welsh Government. While businesses pay an important part in this recycling rate it can be challenging for them to meet the requirements placed on them by government. We will work with our businesses to identify projects to reduce waste and improve recycling rates.

### **3.1.5 Improve the on-site bio-diversity of the FOR Cardiff offices**

In line with point 2.1.3. FOR Cardiff have a key opportunity to lead by example when it comes to small scale urban greening. We will take steps to bring additional greenery, supporting native pollinators and general biodiversity, to our St Andrews Crescent offices.

# A PROSPEROUS CARDIFF



Cardiff's story is one of remarkable transformation. Once a bustling coal-exporting port at the heart of the industrial revolution, the city has reinvented itself as a dynamic European capital with a vibrant and diverse economy. As the transformation continues, we at FOR Cardiff want to continue to help make and shape the city into a thriving and sustainable place to live and work. In order to achieve this we will:

## **4.1.1 Continue to provide Fully Funded Training for our Members.**

Keeping up to date with statutory training and key skills competency can be challenging and costly in the modern economy. By providing this training, we help BID members maintain competitiveness in the UK market, making Cardiff a more attractive place to do business overall. To help achieve this, we will continue to provide fully funded training and aim to engage at least 10 new BID members in this project each year.

## **4.1.2 Continue to provide partially funded Internships for University Students.**

Through continuing to partially fund internships with FOR Cardiff members, we are helping provide students and graduates with their first professional opportunities, as well as supporting the competitiveness of our smaller members. As part of this initiative, we will aim to support ten internships annually, helping to retain local graduates in the city.

## **4.1.3 Create and coordinate a 'First Chance' Work Experience programme.**

By creating and coordinating a work experience programme aimed at providing socio-economically deprived young people with a first chance in professional environments, we are helping them build the skills they need to go on to great careers. The programme will work with people Not in Education, Employment or Training (NEETs) from socio-economically deprived areas of Cardiff and place them with BID members who are striving to make a real difference. This commitment also helps achieve the More Equal Wales wellbeing goal.



## **4.1.4 Target continued improvement in our direct spend in the Cardiff Economy**

FOR Cardiff's annual turnover is in excess of £1.4million and this purchasing power provides significant opportunities to invest in the wider Cardiff economy. In the financial year 2023-2024, 53% of FOR Cardiff's spending was with Cardiff based organisations. FOR Cardiff will continue to target an increase in this percentage via approaches such as SME friendly contracts and changes in our procurement policy. Where possible we will seek to further quantify the impact of this spending through mapping of the multiplier effect.



#### **4.1.5 Map and record the social value of FOR Cardiff projects and seek to maximise this as far as possible**

FOR Cardiff projects deliver significant social value, some of this is hard to quantify, the community impact of cleaner streets or utilising an official Safe Place for example. Other projects can deliver more tangible social impacts that can be quantified. When possible we will seek to record this data and report on our social as well as economic impact.

#### **4.1.6 Continue to invest in the development of the staff team to allow local people to thrive in their roles**

We know that for FOR Cardiff to achieve the best results possible our team have to be empowered to do their best work. Through our bespoke personal development plan process and training opportunities we will work hard to ensure our team are doing the best work they can for the city and for themselves.

#### **4.1.6 Continue to champion the Real Living Wage in Cardiff**

FOR Cardiff are an accredited Real Living Wage Employer and sit on the steering group for making Cardiff a Real Living Wage Place. We know that paying the Real Living Wage has better business outcomes and supports a thriving wider economy. We will continue to support this cause and champion the FOR Cardiff members that accredit as Real Living Wage Employers.

## **A MORE EQUAL CARDIFF**



Thriving and competitive cities emerge when people can reach their full potential, regardless of their background. Through building awareness of issues and advocating for equitable provision throughout the city, FOR Cardiff is helping create a capital city that everyone can be proud of.

#### **5.1.1 Relaunch and expand our Equality City Charter.**

We believe that an accepting city is a happy city. Through encouraging our members to sign up to the Equality City Charter – outlining an elevated standard of delivery within the Equality, Diversity, and Inclusion space – we will make Cardiff a more accepting, empathetic, and safer city for all. We will build on the current elements of the charter to include training and further resources to support businesses who make the Equality City commitment.



#### **5.1.2 Support under-represented communities in the workforce by creating or collaborating with support networks**

We know that people from certain social groups are still less likely to progress in their career than others. On an individual level this is unfair and on a social level it is bad for the culture and economy of Cardiff.

FOR Cardiff will either establish, or work with partners with lived experience to establish, networks to support people from these marginalised groups to progress and feel included at work.

### **5.1.3 Support the uptake of specialised Vulnerability Training for the night-time economy.**

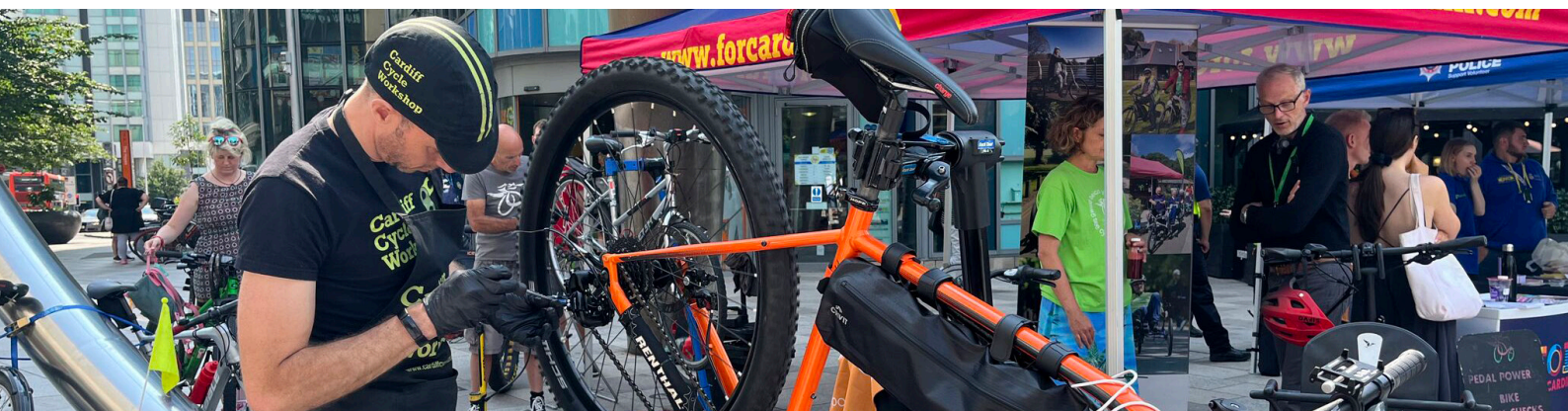
Through working in collaboration with public sector partners, we will support the delivery of specialised vulnerability training aimed at helping staff identify and protect at-risk individuals. This commitment also helps achieve the Healthier Wales and Cohesive Communities.

### **5.1.4 Collaborate with partners to ensure planning and city development decisions have an equitable focus**

The public realm, and the facilities it provides, are an important part of creating a city that is welcoming to everyone. FOR Cardiff will continue to champion equitable place-marking throughout or work – for example via our continued lobbying for increased public toilet provision in the city centre.

### **5.1.5 Continue to target a workforce which is representative of Cardiff as a whole**

It is important that the team delivering FOR Cardiff's work is representative of the city as a whole. The FOR Cardiff team is small which makes achieving a workforce that reflects the wider city can be a challenge however we will work proactively to ensure that our recruitment processes help support this aim. We will continue to review the equality and



## **A HEALTHIER CARDIFF**



As the capital of the world's first Marmot nation Cardiff has a responsibility to embrace investing in physical and mental well-being for all, especially through addressing health equity and the social determinants of health. FOR Cardiff has helped tackle these issues by investing in making active travel a more viable option for city centre workers.

### **6.1.1 Promote and coordinate an annual Cycle to Work Day event**

We will promote a cycle-to-work day, encouraging city-centre workers to use active travel on their daily commutes. This commitment also helps achieve the Globally Responsible Wales wellbeing goal by reducing carbon output from car journeys. We will aim to develop this event year on year and explore new avenues of engaging potential cyclists.

### **6.1.2 Continue to provide fully funded bicycle maintenance.**

Our pop-up free bike maintenance stalls have helped commuters and visitors stay on track since 2020. We will continue to support active commuting by providing at least 2 bike maintenance stalls every year. This commitment also helps achieve the Globally Responsible Wales wellbeing goal by reducing carbon output from fewer car journeys.

### **6.1.3 Support the implementation of secure bike storage.**

Building on our success in encouraging more active travel in Cardiff, we support the implementation of secure bicycle parking throughout the city centre. In doing so, we will help provide active travel commuters with the confidence they need.

### **6.1.4 Include a focus on employee wellbeing in business engagement events**

We recognise the importance of mental as well as physical health. We will continue to champion the wellbeing of the employees of our member businesses through events such as the men's mental health bootcamp and our hospitality wellness morning.

### **6.1.5 Continue to work with partners to reduce alcohol related harm in the city**

FOR Cardiff has been a key member of Cardiff's Community Alcohol Partnership for many years. Supporting a vibrant and diverse nighttime economy also means supporting an economy that has a healthy relationship with alcohol.

## **A CARDIFF OF COHESIVE COMMUNITIES**



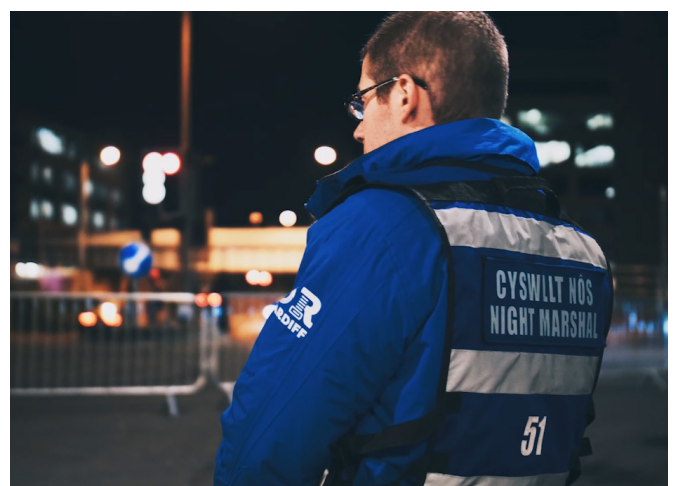
We believe that the foundation of what makes Cardiff a great city is its people. That's why FOR Cardiff has continually invested in projects that make Cardiff a safer and more vibrant place for all. Some of our key achievements include the taxi marshal scheme, which has helped over 100,000 people get home safely late at night, and the Safe Places scheme, which provides over 90 locations throughout the city that allow people to take refuge from harm or intimidation.

### **7.1.1 Continue to coordinate the Taxi Marshals scheme.**

Helping people get home safely since 2018, the taxi marshals co-ordinate taxi ranks in the city centre on Friday and Saturday nights as well as key major event days. Our presence and oversight reduce instances of taxi services declining customers, especially on shorter journeys. Through this scheme we aim to support at least 15,000 people get home safely every year.

### **7.1.2 Undertake a Sentiment Survey on Staff Nighttime Safety.**

Cardiff's city centre is home to the highest number of licensed premises per square mile in the UK, and its workers represent a key part of its economy. Building on our commitment to making Cardiff a safe city at night, we will conduct a sentiment survey to understand how safe BID-area employees feel.





### **7.1.3 Undertake a comprehensive Street Lighting Audit of the city centre**

We want Cardiff to be a fun and vibrant city, day and night. Through conducting a street lighting audit of the city centre, we will be able to identify well-lit and safe routes as well as those areas that need improving.

### **7.1.4 Continue to support the city-wide Safe Places scheme.**

FOR Cardiff has supported a city-wide network of safe places throughout the city since 2021. These spaces provide refuge to anyone who feels threatened, scared or at risk, allowing them the safety to get the support they need. We will continue to support the existing network and encourage it to grow, targeting 120 safe places by 2031.

### **7.1.5 Continue to support the city-wide Women's Safety Network.**

FOR Cardiff were a founder member of the Women's Safety Network. We will continue to support the network's delivery. Ensuring that Cardiff city centre becomes a safer place for women and girls.

### **7.1.6 Continue to use The Card to strengthen relationships between employees of local businesses**

Originally launched as primarily a platform for offers and marketing The Card has evolved to deliver a variety of events that help the Cardiff business community make social connections. We will continue to develop this element of the scheme.

## **A CARDIFF OF VIBRANT CULTURE AND THRIVING WELSH LANGUAGE**



As passionate advocates of Cardiff's unique and thriving culture, FOR Cardiff maintains a strong commitment to supporting both innovative and inclusive events.

### **8.1.1 Continue to deliver the City Ambition Fund**

Our City Ambition fund supports innovative new projects, ideas, and events aimed at making Cardiff a more fun and vibrant city. Some of the new and dynamic ideas the fund has brought include inclusive events, projects enabling sustainable business practices, and thought-provoking art and theatre events. Through the City Ambition fund, we will continue to support new projects every year.

### **8.1.2 Continue to host and support events for children and families**

We want to make a Cardiff that's fun and welcoming for everyone, including all ages! Events such as the Dino Discovery Trail have helped to welcome thousands of children into the city. We will continue to host and support at least one free of charge event for children and young people throughout the city every year.

### **8.1.3 Identify opportunities to bring Welsh language into public art projects**

The Welsh language is a vital part of the culture of Cardiff and FOR Cardiff has ambitious plans to add to that culture with public art projects. Historic public art projects, such as Poetry in the Arcades, have included Welsh language activity and we will ensure that we continue to deliver projects in Welsh where suitable, working with Welsh first artists rather

than relying on translated English content.

#### **8.1.4 Continue support the ambition to make Cardiff a music city by sitting on the Cardiff Music Board**

Music, and live music in particular, are increasingly important elements of Cardiff's cultural identity. Through our position on the Cardiff Music Board, and other projects where applicable, we will continue to support the ambition to make Cardiff a leading music city.

#### **8.1.5 Continue to produce key documentation bilingually**

As the BID for the capital of Wales we recognise the importance of communicating in the Welsh language. We will continue to provide key documentation, such as our annual report, in both English and Welsh.

## **A GLOBALLY RESPONSIBLE CARDIFF**



FOR Cardiff takes its commitments to the planet seriously. As one of the UK's largest bids, in the capital of the country with the first-ever Commissioner for Future Generations, we understand that here and now affects our future. We have been at the forefront of pioneering innovative approaches to waste reduction, enabling our BID members to implement more sustainable practices, and have supported the uptake of public transport.

#### **9.1.1 Commission an Urban Solar Farm Feasibility Study.**

The next decade is crucial as Wales and the UK push to meet their renewable energy and net-zero targets. We want to help Cardiff play its role by commissioning a feasibility study of a rooftop urban solar farm throughout the city centre. It will look at where the panels could be installed, how they could connect to the grid, and what potential ownership models could look like. As well as reducing our members' carbon footprints this project would have the potential to reduce operating costs and build resilience in the local economy.

#### **9.1.2 Undertake an Audit of Members' Sustainability Practices.**

We want to help make Cardiff a sustainable and energy-efficient city. As a first step on this path, we will undertake an audit of members' sustainability practices to help identify opportunities for improvements, as well as share best practices and learning.

#### **9.1.3 Develop interventions to help our members improve their onsite greenery**

Feedback from our members shows that they value support with their own smaller scale interventions on a par with large projects. The FOR Cardiff footprint covers a significant area and a range of small, manageable interventions, such as on site greening at



corporate offices, provides a key opportunity to significantly boost city centre biodiversity.

#### **9.1.4 Assist in the search for Cardiff's next Park and Ride scheme location.**

FOR Cardiff has pushed active travel throughout Cardiff in both of our previous five-year terms. We want to continue to provide practical solutions for reducing congestion and excess carbon emissions. To support this, we will assist in the search for Cardiff's next Park and Ride scheme location by working collaboratively with partners in local government as well as private organisations to help identify potential sites.

#### **9.1.5 Offset any residual scope 1 and 2 emissions and achieve net neutrality within these scopes by November 2026.**

FOR Cardiff's historic energy needs have not been met by a carbon neutral supplier meaning that there is a carbon impact associated with our historic scope 1 and 2 emissions. Whilst it is not possible to directly undo this impact FOR Cardiff will invest in an off-setting project to neutralize these emissions and transition our energy contracts to carbon neutral suppliers when appropriate to achieve neutrality within these scopes.

#### **9.1.6 Transition FOR Cardiff accounts to the Co-operative bank to eliminate fossil fuel investments from our banking and treasury management strategy**

As an organization which receives a large proportion of our income in advance, our treasury management protocols have a disproportionately high impact on our scope 3 emissions. We will complete the company's transition to an ethical banking provider to ensure that the money held by FOR Cardiff is not funding fossil fuel extraction or other intensely polluting industries before it is spent on local projects

#### **9.1.7 Track year on year energy usage to identify strategies for reduction**

Despite switching to carbon neutral providers FOR Cardiff still recognizes that the most sustainable energy use is no energy use. With this in mind we will begin a process of monitoring the energy use on site in the FOR Cardiff offices to better understand how we can reduce this usage.

Delivering on the commitments of this strategy will be a vital part of the work of FOR Cardiff over the coming years and we will report annually on our progress against these ambitions. As ever businesses are encouraged to get involved with our projects and help shape our work. The Wellbeing of Future Generations Act sets out a bold vision for the future of Wales. Whilst the act only places a legal duty on public sector organisations, the goals of the act will only be met by collaboration with the private sector. Your business can find out more about the act by visiting [futuregenerations.wales](https://futuregenerations.wales)

Keep in touch with FOR Cardiff and find out more about the work we do by visiting our website and following our social channels.

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