



Draft Regeneration Strategy 2025-2030 Consultation Response

As the city centre's business improvement district (BID) representing over 800 businesses trading in the city centre FOR Cardiff are pleased to support the general principles of Cardiff Council's draft regeneration strategy.

In particular we note the council's support of mechanisms including the BID model to aid with the regeneration and activation of high streets. This support comes at a particularly welcome moment as FOR Cardiff beings to consult with city centre and bay businesses about the potential of expanding the footprint of the BID area for a proposed third term. As the only established BID in Cardiff the suggestion of 'exploring[ing] opportunities for local stewardship and management in partnership with business improvement districts... to promote pride and care in district and local centers' is of particular interest. This is a conversation that FOR Cardiff is open to however this should be picked up directly before being included in any finalised strategic document. It should also be noted that whilst the draft strategy states that FOR Cardiff have invested over £7.5million into the city since 2016 the actual figure is in excess of £12million.

The 'Management and Stewardship' section of the strategy also makes reference to coordinating events to drive footfall. There is of course a significant place for events whether those are the major events of the city centre or community driven events in local and district centers, however the strategy should also focus on supporting footfall through the curation of truly mixed used centers which provide a consistent range of reasons to visit year-round. The strategy would benefit from directly referencing the development of multi-function district, local, and city centre high streets that exist beyond the scope of retail alone.

Whilst the plan identifies that the city centre, the area FOR Cardiff currently works on behalf of, is a key priority for future place making work it is disappointing not to see this fully detailed in the draft strategy as per the other priority neighborhoods. The city centre plays a variety of roles in the make-up of the city, partly as a hub for people from all areas of the wider city but also as a neighborhood in its own right – the nurturing of the distinct identity of the city centre is a key opportunity for the future of Cardiff. The final strategy should be clearer in its identification of the city centre's potential so that Cardiff Council and other partners are best placed to realise that potential.

The draft strategy makes consistent reference to culture and identity and opportunities for creative place-making which are very positive to read but currently lack distinction. The draft strategy states that 'Cardiff is a vibrant, multicultural city with a rich cultural and sporting heritage' and whilst this statement is true, the name Cardiff could feasibly be replaced by any other UK core city. The strategy at this stage does not identify what our rich cultural and sporting heritage is. In general this section of the strategy lacks specificity, referring only to the 'emergent Cultural Strategy' and the city's Music Strategy. There is a significant opportunity for this strategy, along with the upcoming Cultural Strategy it references to name and understand local culture and heritage in order to be able to strategically engage with it from a place making perspective.

