

NEWSLETTER
5TH EDITION



INTRODUCTION

Welcome to the fifth edition of our quarterly newsletter. The team and I have had a busy few months and we are delighted to update you on our progress.

A huge thank you to over 70 businesses who attended our Annual Showcase event in June. It was a pleasure to meet so many of you and debut our showcase video. A Day in the Life of FOR Cardiff captured every project we have delivered in our first year from day to night. It's available to view on our YouTube channel if you missed it or would like to view it again.

Cardiff's evening economy is always busy, but as the sun shines we see an increasing number of people flocking to Mill Lane or one of Cardiff's other alfresco options! This sector is an important part of what makes Cardiff, Cardiff, which is why we've invested in a variety of projects to help support these members. April saw the launch of our dedicated team of Night Marshals whose primary role is to provide a street presence on Friday and Saturday nights in popular areas of the city centre. They manage three taxi ranks, contravulnerable people, offer advice and guidance to those visiting the city. The team will also be deployed for major events including rugby internationals and large-scale concerts.

This Spring saw CABC roll out CityNet, a brand new radio system for the city centre, for both day and night time economy businesses. It has been a huge success with 170 members secured in its first quarter.

We're also pleased to announce that we've committed to supporting the Street Pastors team for another year. This invaluable team work on Friday and Saturday nights from 10pm-4am and have provided support to countless people ranging from vulnerable individuals to providing directions to lost international visitors!

And finally, we were overwhelmed by the response to the launch of our campaign to establish Cardiff as the City of Arcades. 9,500 people voted for their favorite business to create a City of Arcades Top 10 list. Find out more on page 5.

If you want to hear more about the projects that FOR Cardiff are investing in, make sure to follow our social media channels and keep an eye on our website www.forcardiff.com.

Adrian Field

Adrian Field, Executive Director



WELCOMING

DEDICATED BID POLICE

FOR Cardiff has agreed to fund two Police Constables from South Wales Police in order to create a dedicated BID Police team – the first of its kind in Wales.

The new team will consist of two officers who will work directly with FOR Cardiff with a brief to address city centre issues such as aggressive beggars, antisocial behaviour and retail crime.

Businesses will be able to raise issues with the FOR Cardiff team who will pass them directly to the officers.

The posts have been created following a consultation with BID members and a review of the BID's welcoming projects to establish how it can better support members. FOR Cardiff will ensure that the officers are aware of local issues



NIGHT MARSHALS

In April FOR Cardiff made the decision to strengthen and improve people's experience of the city centre at night with the launch of a ten strong Night Marshal team.

Since the team started in mid-April the Marshals have assisted 35,728 people. Notably, for the Ed Sheeran & Rolling Stones concerts they were used by over 4,000 people every night. They have also identified a number of rogue taxis and have liaised with the Council's regulatory teams to ensure a safe service is available to both Cardiff's residents and visitors in the evening.



CLEANSING TEAM

The FOR Cardiff branded cleansing team include two vans, jet washers and a road sweeper and they provide on the spot cleansing to businesses and are proactive when they see opportunities to make the city shine.

In their first year the team have:

- Jet washed over 116,000 sqm of Cardiff city centre, that's 16 football pitches!
- Removed over 40,000 pieces of gum from Cardiff's streets
- Cleared over 3,000 graffiti tags
- Used over 60 gallons of paint to touch up previously neglected areas.



AMBASSADORS

The team of nine Street Ambassadors are now well established in the Cardiff business community, engaging with six businesses every day, they have carried out over 12,000 visits in the last year. They're also an invaluable service to the public, starting their day by the train station to provide and support to visitors to the city centre by giving out directions and often personally accompanying people to over 2500 locations.



VIBRANT

CITY OF ARCADES CAMPAIGN

Cardiff's seven historic arcades have been attracting shoppers for over a century and in June FOR Cardiff launched a campaign to raise their profile and establish Cardiff as the City of Arcades.

FOR Cardiff asked residents and regular visitors to Cardiff to support the campaign and vote for their favourite shop, café, bar, barber shop or hotel within the nearly 800 metres of arcades.

We created a dedicated City of Arcades website which attracted 15,000 unique users within four weeks and 9,500 votes were cast.

The most popular businesses will be included in a Top 10 City of Arcades list and will feature in the advertising of the second phase of the campaign, which will be rolled out in Bath, Bristol and Cardiff in September. This exciting £75,000 advertising campaign will include billboards, bus rears, digital screens and online advertising, encouraging people to come and see what Cardiff has to offer.

To find out which businesses made the Top 10 visit thecityofarcades.com



GIVE DIFFERENTLY AWARD

FOR Cardiff committed in our business plan to 'actively seek national recognition through awards' and were delighted to be shortlisted for the 'Best Marketing and Branding Scheme' award for the Give DIFFERENTLY campaign at the national Association of Town and City Management (ATCM) & Awards Night. We can now announce that we won!

The Give DIFFERENTLY campaign used touch pay technology to donate to a central fund that could be applied for by charities to fund homelessness projects or individuals. The campaign was congratulated on its innovative use of technology and celebrity endorsement and fought off fierce competition from Edinburgh and Manchester.

TABLE TENNIS TABLES RETURN

We wanted to bring back a little bit of summertime fun to the streets of Cardiff with the return of the FOR Cardiff ping pong tables on The Friary. The tables have already proved to be really popular and give an outdoor activity option to tourists and shoppers exploring the city, who have been quick to pick up the paddles and play a few games on their way around the capital.

ANNUAL SHOWCASE EVENT AND VIDEO

In June FOR Cardiff invited all members to attend our inaugural Annual Showcase event, hosted by new voluntary member, Cornerstone.

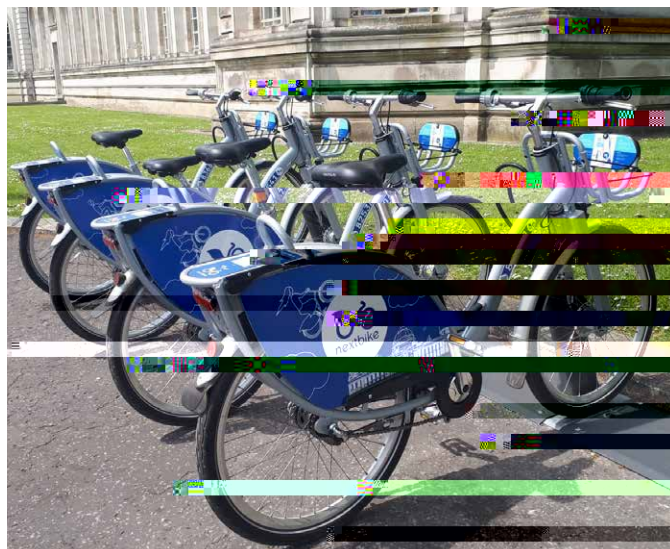
INFLUENTIAL

MYSTERY SHOPPING

This autumn the business which provides the best level of customer service in Cardiff will be crowned following a series of mystery shopping visits. If you would like your business to be in with a chance of winning all you need to do is sign up for a visit by contacting emily@forcards.com. This service is fully funded for FOR Cardiff members.

NEXTBIKE

FOR Cardiff members are able to access a 10% discount on corporate membership of the new Nextbike cycle hire scheme. A corporate membership includes annual subscriptions for each member of your team and is a great way to reduce your carbon footprint as well as incentivise staff. To access this exclusive discount please contact emily@forcards.com.



COST SAVINGS

We are using the collective power of FOR Cardiff's 700 members to reduce business running costs. Our cost saving service is free and can save you time and money on energy, telecoms, waste and much more.

We have partnered with cost saving specialists Meercat Associates who work with individual businesses, case by case, to secure exclusive rates and deals from providers. Meercat's team manage all supplier relationships, saving you time and avoiding costly mistakes. They ensure that the best savings are achieved, and renewals are never missed. This service is free to FOR Cardiff members and no commission is earned on the service, so all the financial savings identified are yours.

A huge amount of savings, **£46,877.44** have already been identified for businesses,

