



EXECUTIVE DIRECTOR'S INTRODUCTION



Since 2016, FOR Cardi have run a range of campaigns, projects and events which have helped to increase footfall, dwell time and consumer spending in the city centre. Receiving one of the best ballot results a Welsh BID has ever received evidences the quality of our 2021-26 business plan, and we want to thank the hundreds of you who voted resulting in a ballot result of 91% of businesses voting for our new 5 year term by number and 94% by rateable value.

FOR Cardi will continue to offer support to businesses across the city centre, deliver the Night Marshal team, the city centre gift card, Cardi



ART AND SOUL OF CARDIFF

Social media
engagements
122,300

SAFE PLACES

NIGHT MARSHALS & BUSINESS ENGAGEMENT TEAM

People helped by
the Night Marshals
73,948

A YES VOTE FOR
FOR CARDIFF



DELIVER

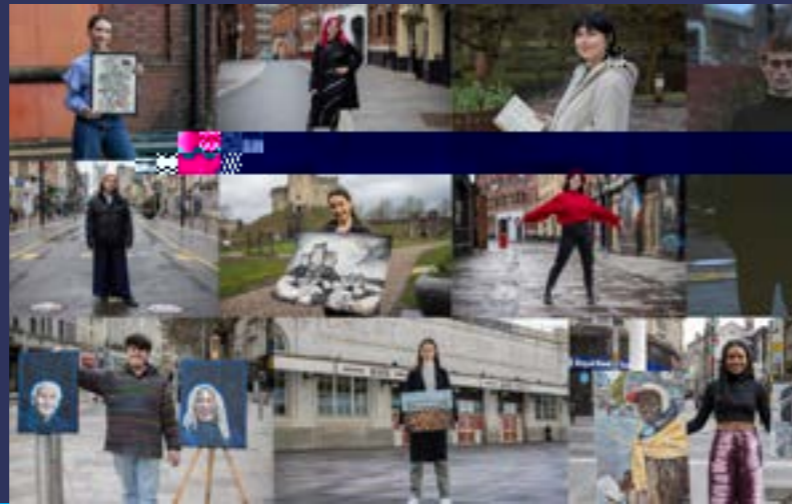
CARDIFF AGAINST BUSINESS CRIME

CABC has continued to support our members during the last year but saw a decrease in business engagement reflecting the difficulties experienced during the pandemic. Our core projects CityNet, the public safety radio net linking users with a police officer at the County Hall CCTV room, and DISC™ our members incident and intelligence intranet have been maintained and it is our priority to grow the membership of both schemes in the recovery stage from the pandemic.

There are currently 219 CityNet radios on the network and we have set a target to increase this number to 250 by the end of 2022 to maximise the potential of this key public safety radio scheme. The DISC™



ENHANCE



BREATHER BUBBLES



AWARDS

Whilst it was a quieter year in terms of award entries and wins for FOR Cardi, that didn't stop us still securing an award.

We were delighted to see our first digital art exhibition be recognised with the CIPR Pride Award for Best Event for Creatives of the Capital jointly with our fantastic agency [Cowshed](#).



HILLS STREET AL FRESCO SEATING

Over the summer of 2021 FOR Cardi installed 1 ((44lf.1 (ec)11sc1 (ec)1e ou)19n))(eat a68298 0.2Gc



launched our Safe Places scheme
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CARDIFF WOMEN'S SAFETY NETWORK

Following the launch of Safe Places and increasing concerns regarding women's safety, FOR Cardiff brought together experts from businesses and organisations across Cardiff to launch the [Cardiff Women's Safety Network](#) at a sold out event with Night Czar for London, Amy Lamé as our guest speaker.

Whilst the network comprises an invite-only committee of experts from hotels, bars, South Wales Police and Public Health Wales, anyone can help shape the conversation via the FOR A Safer Cardiff website, where an online forum is currently being developed which will inform the focus of the committee.

The event also included a panel discussion where attendees heard from interim Chair of the Cardiff's Women's Safety Network and Associate Director at FOR Cardiff Carolyn Brownell, Night Czar for London Amy Lamé, Hannah Doe, the President of Cardiff University Student Union and Shaye Svikeris, GM at Revolution and member of the Cardiff Licensees Forum.



HOSPITALITY RECRUITMENT FAIR


In response to the recruitment challenges faced by hotels and the wider hospitality industry, we collaborated with Cardiff Hoteliers Association and led on the delivery of a [Recruitment Fair for the sector](#)




PROUD MEMBER OF
THE BID FOUNDATION



GET THE MOST OUT OF YOUR MEMBERSHIP

 info@forcardi .com

 forcardi .com

 02920 314770

 FOR Cardi

 @FOR_Cardi

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