



BUSINESS
IMPROVEMENT
DISTRICT
ARDAL GWELLA BUSNES

CARDIFF BID / UPDATE JANUARY 2017

INTRODUCTION FROM THE CHAIR

Welcome to the Cardiff BID update. I would like to start by saying a very big thank you to everyone who voted; to our businesses and to our Task Group and partners who worked tirelessly to share information and campaign for Cardiff BID. All the hard work has paid off and the BID was officially voted in by businesses in July with 84% of those voting saying YES to a 5 year investment plan to make Cardiff more welcoming, more vibrant and for our businesses to have a much more influential voice on the future of Cardiff City Centre.

Its been a busy few months setting up the organisation, forming a new Board of Directors, recruiting and appointing a new BID team who will deliver the BID projects. Work is well underway on some of the projects outlined in the business plan.

I am enormously proud to be the Cardiff BID Chair, I am excited by what we can deliver over the next 5 years with our projects and our partnerships. We work in collaboration with partner agencies to ensure we are adding value to what is already being delivered, and that at every opportunity we are demonstrating return on investment for our businesses. We have a firm foundation of consultation and engagement to base our knowledge about what is needed for Cardiff, and with that is the responsibility of delivering projects that will make a tangible difference for all of our businesses.

Cardiff is a thriving, successful and vibrant Capital City. We now have the funding and resource available to establish ourselves as such, to shape our proposition, to be bold in our intention, show conviction in our planning, and confidence in our city. I am passionate about Cardiff and what we can deliver, and hope that you will join us in showcasing and celebrating what our wonderful city has to offer through our BID projects over the next 5 years.



Simon Phillips, Cardiff BID Chair

CARDIFF BID FACTS

£7.5 Million investment in Cardiff City Centre over the next 5 years.

Involving over 700 Businesses & Organisations across 130 streets in the City Centre.

£3 Million investment to make Cardiff a more welcoming place.

£4 Million investment to make Cardiff a more vibrant city.

£500,000 invested in projects to support Cardiff BID Businesses.



(L-R) Mo Aswat (The Mosaic Partnership), Simon Phillips (Cardiff BID Chair), Owen Davies (The Mosaic Partnership) & Cllr. Phil Bale (Leader of Cardiff City Council)

INVESTED BY YOU

MANAGED BY YOU

BENEFITING YOU

“CARDIFF EMBRACING THE BID IS A GREAT STEP FORWARD IN SECURING A COLLECTIVE RESPONSIBILITY FOR IMPROVING OUR FANTASTIC CITY.”

Natasha Williams / S.A. Brain

MEET THE BID TEAM



Adrian Field

BID Executive Director

Adrian is an influential and respected senior Director who has managed the Worcester BID for over 8 years, overseeing two successful ballots, delivering award winning projects in addition to undertaking regional and national roles for Place Management organisations.



Carolyn Brownell

Marketing & Communications Manager

Carolyn previously managed the Chippenham BID through its development to a successful ballot and delivery of BID projects. Carolyn also helped set up the Solihull BID and was responsible for all Marketing, Communication and Digital projects.



Emily Cotterill

Project Coordinator

Emily joins the Cardiff BID team from her post as Project Coordinator at Winchester BID, supporting the delivery of projects and events, and managing stakeholders. She has recently won the Great British High Streets Award.

THE BID BOARD

Simon Phillips / M&S & Chairman

Marie Fagan / Hilton Hotel & Vice Chair

Nick Newman / Brewhouse/Cardiff Licensees Forum

Steve Salamon / Wally's Deli

Phil Sheeran / Motorpoint Arena

Natasha Williams / S.A. Brain

Huw Llewellyn / Admiral

Steven Madeley / St David's Dewi Sant

Bruno Nunes / Peppermint Bar

Andrew Phillips / Savills/Castle Quarter

Cliff Vanstone / John Lewis

Neil Wickes / National Museum Cardiff

Dan Langford / Acorn Recruitment

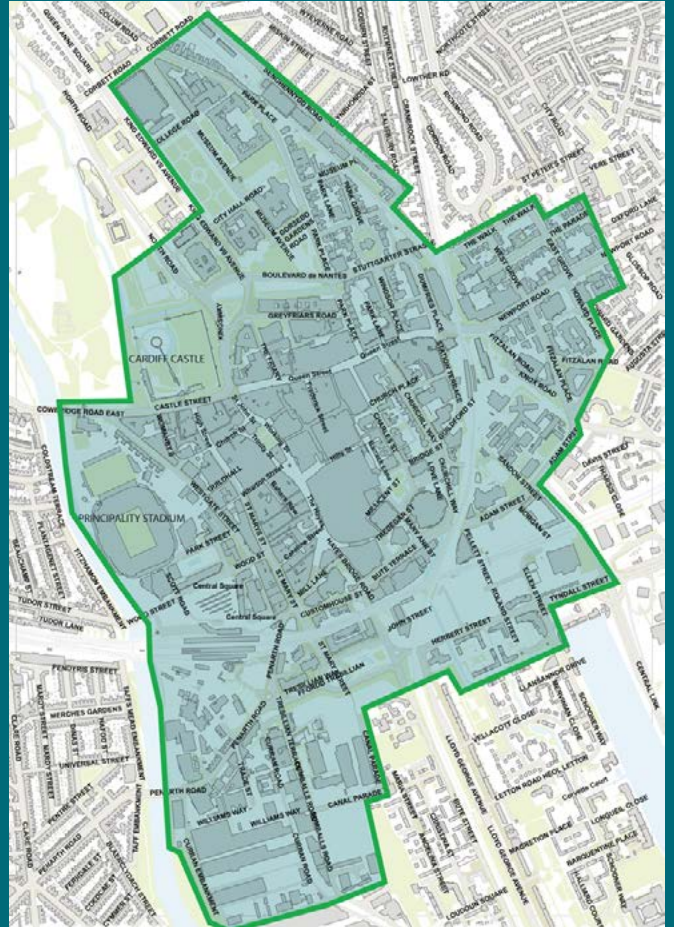
City of Cardiff Council

Cardiff Police

University of South Wales

THE BID AREA

The BID area consists of 130 Streets and includes over 700 businesses & organisations.



WHAT IS A BID?

A BID is a business-led initiative supported by government legislation, which gives local businesses the power to get together, decide what improvements they want to make in their city centre, how they will manage these and what it will cost them. BID's have the power to raise and spend funds locally, with the sole aim of improving their trading environment.

BIDs have a maximum term of 5 years, which gives them a good length of time for businesses to feel the benefit of the services and projects delivered by the BID. BIDs deliver services and projects that are always in addition to those provided by the public agencies including Cardiff Council and the Police.

The BID will be a not-for-profit organisation and run by a voluntary Board of Directors.

For more information on the BID projects, visit www.cardiffbid.com

WHAT WILL THE CARDIFF BID DELIVER AND HOW WILL IT HELP BUSINESSES?



WELCOMING // £3M OVER 5 YEARS

Cardiff is a thriving city centre, and to ensure it is welcoming for our visitors and employees, we will be improving standards in 3 key areas – to make Cardiff Cleaner, Safer and Greener – improving the overall standards and presentation of Cardiff by delivering the following;

- **A team of Street Ambassadors** who are dedicated to welcoming visitors, business liaison and support, in addition to ensuring the City Centre is a safe, secure and managed environment.
- **A dedicated cleansing and waste team** will focus on problem areas, and tackle key hot spots to support both the daytime and evening economy, working in collaboration with Cardiff City Council to add value to existing services.
- **Partnership working with Cardiff City Council and Police teams** to develop and deliver a programme of investment to support the Evening and Night time economy.
- **Improved services** to grow the Street Pastors and Taxi Marshals initiative for our night time visitors and benefit our evening economy businesses.
- **RadioNet scheme** will be developed to improve the overall effectiveness and communication across the city, and will be offered to BID businesses at a reduced cost.
- **A multi agency approach to managing street issues** such as begging, anti social behaviour and street sellers to improve the overall visitor experience.
- **Additional Planting and Lighting** to improve the overall aesthetics of our city, work with partner agencies to ensure key gateways and arrival points are improved and our city is presented at its best.

VIBRANT // £4M OVER 5 YEARS

In recognition of Cardiff's profile in the UK and globally, businesses felt there were many opportunities to maximise the potential of what Cardiff has to offer, capitalise on the large footfall at key times of the year and ensure our businesses benefit from this. With 1.6 million people living within an hour of Cardiff, and over 40 million visitors each year, businesses wanted the BID to improve the overall experience for city centre users and create opportunities to increase dwell time and spend. Cardiff BID will;

- **Invest in a more focused and more frequent Street entertainment programme** creating a positive, welcoming atmosphere and enjoyable experience for all visitors
- **Invest in events that will drive business growth**, boost the economy, create opportunities to drive foot-flow and promote Cardiff on a national stage.
- **Work with key partners to influence major events** and how they can improve the economic impact in the city.
- **Employees** - Ensuring that the Cardiff city centre experience is welcoming and safe for your employees and clients, helping you to recruit and retain staff and making it easier for you to do business.
- **Invest in promoting the strength of our high end Independent Businesses** as part of Cardiff's unique offer alongside a wealth of national retailers. In addition a designated budget will be available for projects to support independent businesses.
- **Develop relationships** with Universities, Colleges and Businesses to capitalise on the opportunity of 75,000 students living within the city centre catchment area, and provide a compelling offer to encourage them to visit the city centre more.
- **A dynamic Marketing, PR & Communication Strategy** to ensure Cardiff has a long term sustainable plan in place to support the delivery of visionary projects which will maintain its world class reputation, and enhance the overall offer for visitors.
- **A cohesive approach to way-finding and navigation for visitors**, ensuring we are accessible for all, and visiting the City Centre is an enjoyable uncomplicated experience.



INFLUENTIAL // £500,000 OVER 5 YEARS

Our consultation and engagement with businesses revealed a real appetite for businesses to work more collectively, and cohesively to provide a voice representing the business community, ensuring key issues and decisions will positively influence the environment for our businesses. In the first instance the BID is already making progress on projects that will support businesses, such as;

- **Superfast Broadband** in collaboration with BT the BID is investing in targeted superfast broadband improvements, creating opportunities to lower costs and high bandwidth connectivity for smaller businesses.
- **City Centre Car Parking** The BID will work in collaboration with car parking operators to develop initiatives to keep car parking competitive and encourage visitors to stay longer.
- **Work with Education providers** to strengthen ties, and create opportunities to close the gap between education and business.
- **Provide a focus point for strengthening business networks**, communications, incubating new ideas and developing cross sector collaboration across the city.
- **Inward Investment** - drive forward a multi agency approach to attracting local, national and international investors for Cardiff.
- **Reduce business costs** – Use our collective buying power and negotiate discounts with providers of business services to reduce costs.

City Centre Street Ambassadors

The Street Ambassadors scheme is one of the BID's flagship initiatives launching in the Spring. Businesses, city centre workers and visitors will all notice a uniformed team of passionate and knowledgeable Street Ambassadors patrolling the BID area daily, during the day and evening, liaising directly with businesses and local authorities/agencies to ensure that businesses receive the best services in terms of cleanliness & maintenance, security, marketing and promotion, business support and other communications.

The Street Ambassadors scheme is a direct response to consultation with businesses that called for improved communication, faster response times to issues and a more positive and welcoming image of the city centre. The initiative is an important face to face service from the BID that can assist businesses, their clients, their employees and visitors. Recruitment of the Ambassadors is now underway.

Superfast Broadband

Increasing city centre broadband speeds and creating a better connected use of the latest technology has been raised by business as a concern. Cardiff BID is investigating a pilot scheme that will see it potentially invest in fibre optic improvements in partnership with BT to lower cost and offer high bandwidth connectivity for smaller businesses. The BID would like to hear from you if you are a business experiencing problems with your broadband to help inform our investigations. Contact us using info@cardiffbid.com



"The festive period is a great time for the city centre but it creates cleanliness issues particularly on high footfall areas such as Queen Street. We and our business neighbours were delighted with the excellent work the BID did on cleansing the streets and areas outside of the branch and would welcome this being rolled out all year round"

SANDY JAMES, SENIOR MANAGER, NATWEST

Targeted Street Cleaning

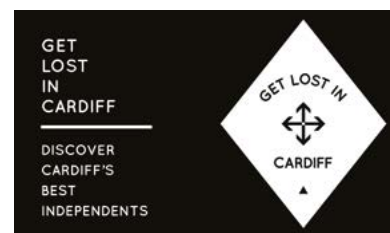
The appearance of the city centre streets has been highlighted to the BID as an area of significant concern to businesses. As a result, Cardiff BID conducted targeted additional street cleansing in the lead up to Christmas to ensure that the streets were presented in the best possible light over the festive period. This included street washing, flyposting removal, chewing gum removal, graffiti removal and utility box painting. A deep clean was also done in high footfall areas such as Queen Street, High Street, St Mary Street and Caroline Street.

We were delighted by the positive feedback from BID businesses and the results from the before and after photos speak for themselves. As one of the first pilot projects this scheme will now be reviewed before we consider developing a longer term strategy for better cleanliness and presentation of the city centre.

Keeping Cardiff Festive and Safe at Christmas

The BID kicked off this year's Christmas festivities by working as part of a multi-agency approach with Cardiff Council and South Wales Police for the successful Operation Mistletoe. Cardiff BID provided financial backing for initiatives that directly supported businesses, their employees and customers over the festive period, and ensured everybody had a safe and enjoyable time with extended coverage from the taxi marshals, improved safety through targeted late night road closures and the increased provision of temporary night time public toilets.

The BID will continue to work, as part of the Night Time Economy strategy, to ensure businesses are more directly involved with managing the evening economy in future years.



Get Lost in Cardiff

Cardiff BID has ring-fenced £500k exclusively for celebrating and supporting the independent business community. The first initiative to receive our support was 'Get Lost in Cardiff', a beautifully illustrated and curated map that encourages you to create your own adventure and to lose yourself in a totally independent trail of the best the city centre has to offer. To find out more use hashtag #getlostincardiff with Instagram and Twitter @getlostincardiff.

CARDIFF BID WELCOME NEW IDEAS AND THE DIRECT INVOLVEMENT OF BUSINESSES IN THE DEVELOPMENT OF ITS INITIATIVES. IF YOU ARE INTERESTED IN HELPING TO DEVELOP A NEW BID PROJECT OR GET INVOLVED WITH THE PROJECTS GROUP PLEASE GET IN TOUCH.

