

PRESS RELEASE



FOR CARDIFF BRINGS CHRISTMAS TO TOWN

FOR Cardiff launches Christmas campaign to attract more visitors to the Welsh capital

Today (6 November), FOR Cardiff has announced a £50,000 Christmas campaign that will reach five million people and position the capital as a top destination for shopping, dining, nightlife and family entertainment this festive season, including brand-new Virtual Reality (VR) and Augmented Reality (AR) experiences, created by Orchard 360.

FOR Cardiff hopes the planned promotion and entertainment programme will encourage visitors to explore new parts of the city, while increasing spend and dwell time in the 900 plus Cardiff businesses that fall within the city's Business Improvement District.

A television, radio and online advertising campaign is being targeted at families across South Wales, Gloucester, Herefordshire and Bristol. The advert uses illustrations by local Cardiff artist, Jessica Draws and positions Cardiff as the perfect family destination, whether it's for Christmas shopping, seasonal entertainment or just a chance to soak up the festive atmosphere.

To support the many independent businesses, nestled in the side streets or the arcades of the city, FOR Cardiff has also created a FOR Cardiff gift card. Available in different values from five to five hundred pounds, the card can be spent in many independent businesses across the city, from record stores to Victorian cafés, specialist bookshops or vintage clothing boutiques.

Throughout December, a new entertainment attraction will take visitors of all ages on a sleigh ride with Father Christmas, to the top of Snowdon or a picture-perfect winter wonderland snowball fight in the three exciting adventures of *The Capital VR experience*, *FOR Cardiff*, *FOR Christmas*.

Running alongside the VR attraction, supported by Capital FM, *Cardiff Present Hunt* will challenge smartphone owners to explore Cardiff in a race to find twelve presents to win gifts and be entered

into a prize draw to have their Christmas transformed. Using the app, present hunters must follow clues to each gift, capturing them with their camera using augmented reality technology.

Executive Director of FOR Cardiff Adrian Field, said: "Christmas is the perfect time of year for us to make a significant investment to encourage people to visit Cardiff. We want to ensure that the city is seen as one of the top Christmas shopping destinations and that we can offer a unique experience to other cities.

"We're really excited to share Cardiff's first ever VR and AR experiences with people, nothing like this has been tried in the capital before and we hope it will give visitors something else to look forward to when visiting the city. More people, spending longer amounts of time in the city isn't just great for shops; restaurants, hotels, bars and all of the other businesses in our area will benefit and we hope it will give them an extra boost over Christmas."

For more information on what FOR Cardiff has planned for the festive season and when you will be able to get your hands-on tickets for The Capital VR Experience FOR Cardiff, FOR Christmas visit: forcardiff.com

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Notes to Editors

Who is FOR Cardiff?

Formerly known as Cardiff BID, the FOR Cardiff year-long consultation process involved surveys, business workshops, and face to face meetings with businesses, public agencies and stakeholders. This information was then compiled into a five-year business plan.

This plan proposed a 1% levy on all businesses in the area with a rateable value of £25,000 and above. It was then sent to all relevant businesses in the summer of 2016 outlining what projects the BID would deliver, the area, budgets, legislation guidelines and governance (available to download on our website www.forcardiff.com).

Those eligible businesses were asked to take part in a month long independent postal ballot (conducted by the Electoral Reform Service) to vote on whether they wanted Cardiff to have a BID or not.

In July 2016 ERS announced the result that 84% of those businesses who voted were in favour of the BID. That vote gave the go-ahead for the BID to take forward the five-year Business Plan and drive investment in the City Centre and gave local businesses a greater say in the way it is marketed, maintained and managed. The BID came into operation in November 2016 and changed its name to For Cardiff in October 2017 to ensure the company name was more representative of the organisation's purpose. The team are now delivering a £7.5 million investment in the area from 2016-2021.

What is FOR Cardiff?

FOR Cardiff is still a Business Improvement District (BID).

A BID is an arrangement whereby businesses get together, decide which improvements they want to make in their city centre, how they will manage these and what they will spend on them.

BIDs have a maximum of five 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 statutorily provided by the public agencies including Cardiff Council and Police. They can also be entirely new.

BIDs are usually run by not for profit companies and are controlled by the businesses that fund them. They are run as a private sector organisation with a business mindset.

Following extensive consultation, a BID can be formed following a ballot in which businesses vote on a BID Proposal or business plan for the area.

Since the legislation was introduced in the UK in 2004, over 280 BIDs have been formed in locations including Birmingham, Sheffield, Liverpool, Edinburgh and closer to home in Swansea, Newport and Merthyr Tydfil.