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## SUPPLEMENTARY PAPERS

|                                 |   |
|---------------------------------|---|
| <b>Committee</b>                | ECONOMY & CULTURE SCRUTINY COMMITTEE  |
| <b>Date and Time of Meeting</b> | TUESDAY, 21 NOVEMBER 2023, 4.30 PM  |
| <b>Venue</b>                    | CR 4, COUNTY HALL - MULTI LOCATION MEETING  |
| <b>Membership</b>               | Councillor Wong (Chair)<br>Councillors Berman, Brown-Reckless, Henshaw, Jenkins, Jones, Lloyd Jones, Shimmin, Thomson |

The following papers were marked 'to follow' on the agenda circulated previously

- 5 **City Centre Recovery** (Pages 3 - 42)  
Policy Review Scrutiny - commitments in Corporate Plan, and actions in Recovery & Renewal Strategy & City Centre Recovery Action Plan – progress update

### **Appendix 3**

**D Marles**

**Interim Monitoring Officer**

Date: Wednesday, 15 November 2023

Contact: Andrea Redmond, 02920 872434, a.redmond@cardiff.gov.uk

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Appendix 1

# Cardiff City Centre Recovery Action Plan

January 2022



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1. A CURATED CITY CENTRE THAT'S SAFE, CLEAN, GREEN ATTRACTIVE AND WELL-MANAGED
2. A DYNAMIC BUSINESS AND EMPLOYMENT HUB
3. A WORLD CLASS TRANSPORT NETWORK
4. A CITY CENTRE OF WORLD CLASS URBAN DESIGN & PUBLIC REALM
5. A GREEN AND BIODIVERSE CITY CENTRE
6. A BLUE CITY CENTRE OF RIVERS AND CANALS
7. A GREAT INCLUSIVE PLACE TO LIVE AND PLAY
8. A CITY CENTRE OF CULTURE AND ANIMATION
9. A GREAT QUALITY EXPERIENCE FOR VISITORS

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# A CURATED CITY CENTRE THAT'S SAFE, CLEAN, GREEN ATTRACTIVE AND WELL-MANAGED

1. Establish effective curation/management resources. Take a more direct role in proactively managing and coordinating the future of the city centre to reflect the needs of residents, workers, businesses and visitors.
2. Establish effective partnerships with the Business Improvement District and key partners including residents.
3. Make the city centre clean, safe, green and well maintained a core priority.
4. Develop a clear five-year plan and vision for the city centre
5. Create an integrated city centre funding programme to support the key actions in this plan.
6. Work with community safety partners to make the city centre feel safer for families, women and visitors.
7. Establish high quality design standards for shop frontages, public spaces, street furniture and all aspects of the environment.



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- **New City Centre Management Arrangements Established**
- **Continued bi-weekly meetings with FOR Cardiff – but regular partnership working takes place outside this**
- **Using SPF funding to support city centre activity – including funding for Cardiff Women's Aid to support businesses in making commitments to the Women's Safety Charter**
- **New income arrangements**

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# Civils Project of the Year 2023

Cardiff Central Square - Knights Brown Construction, Cardiff Council, Arup, Welsh Government, Greenblue, Ryan Landscapes



Category sponsored by **HUGH | JAMES**  
Understanding low, understanding you

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As part of its broader strategy to enhance sustainable transport infrastructure, Cardiff Council issued a tender for a scheme designed to encourage modal shift from private vehicles to sustainable transport. The scheme was subject to the latest SAB Schedule 3 Legislation and aligns with the Adopted Local Development Plan 2006-2026's objectives for sustainable travel. By facilitating the use of more sustainable modes of transportation, the scheme aims to reduce carbon emissions and support the development of key areas in the city centre. It also aims to contribute to improving air quality and ensuring compliance with relevant national and local regulations governing air pollution.

The primary objective of the project was to accommodate the new Cardiff City Centre transport interchange and Central Square development. To achieve this, through-traffic was removed from





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# A DYNAMIC BUSINESS AND EMPLOYMENT HUB

1. Create a world class destination business city centre, with a selection of high quality, sustainable, innovative and flexible office and co-working spaces that attract and grow knowledge-based businesses.
2. Develop proposals for meanwhile uses and incubation spaces, providing a dynamic approach to ensuring that empty units, retail and office spaces are used productively.
3. Support the development of more flexible and low-cost space to help indigenous and independent businesses grow and become more productive.
4. Develop a 'smart city' digital infrastructure programme.
5. Develop a business events strategy that showcases the city's competitiveness and establishes a programme of activity.
6. Seek to expand the city centre's designation to be better integrated with Cardiff Bay and key locations such as Tudor Street, James Street and Newport Road.
7. Develop proposals for and complete major developments in the 'Central Business District' (CBD), including at:
  - Central Square
  - Central Quay
  - Callaghan Square
  - The Canal Quarter
  - Cardiff Bay

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- **New spaces established in the city centre**
  - Including private spaces like Coal House
  - Completion of Tudor Street Regeneration
  - Supported The Sustainable Studio relocation to Tudor Street
- **Development has begun at Central Quay**
- **Business Events Development programme established with FOR Cardiff**



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Google Street View  
Apr 2017 See latest date



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Google Street View  
Mar 2023 See more dates





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# A WORLD CLASS TRANSPORT NETWORK



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1. Work with partners to complete the Central Square Transport Interchange and upgrade the Cardiff Central (Metro Central), Queens Street and Cathays railway stations, delivering high quality accessible 'gateway' entrances into the city centre.
2. Deliver plans for a new Metro tram link between the city centre and Cardiff Bay, including the provision of new station facilities at Cardiff Central and Pierhead Street, as the first phase of the development of Cardiff Crossrail. Phase 2 will then continue to Newport Road and Roath Basin.
3. Create an enlarged 'clean air' pedestrian and active travel core to the city centre to be developed alongside the new transport interchange delivery.
4. Connect the city centre with high quality segregated cycle and bus networks. Develop new 'bus hubs' in key locations at Greyfriars Road, Churchill Way and Pierhead Street.
5. Integrate high quality visitor services and tourist information into new transport facilities, including the Transport Interchange and Metro Central.
6. Develop a new city centre taxi/loading/parking masterplan.
7. Open up access to and the use of the River Taff as a transport corridor, including developing proposals for three new walking/ cycling bridge crossings at Central Quay, The Embankment and Channel View to improve integration with nearby residential areas.
8. Make Cardiff an exemplar for zero carbon transport including electric vehicle (EV) charging and EV public transport throughout the city centre.

- **TfW progressing work on Metro Central**
- **Funding secured and work underway to finalise business case for CXR City Centre to Bay**
- **Planning approved for the Embankment**
- **Co-ordinated wayfinding approach between TfW and CC funded by Shared Prosperity Fund**



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## New routes to success – Cardiff Crossrail

New transport links between Cardiff Bay and Cardiff Central, funded by UK Government, will give businesses easier access to the city centre and the wider region. The investment will act as a catalyst for the wider Crossrail scheme that seeks to boost connectivity across the region, including linking with the proposed Cardiff East Station at Newport Road.



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# CARDIFF PARK & RIDE!



**County Hall (Cardiff Bay) - Canal Street (City Centre)**



Every Saturday from  
**18/11/2023 - 23/12/2023**

Every 20 minutes from  
**09:00 until 19:30**

\*Terms and conditions apply



Provided by:



bws **Caerdydd**  **Cardiff** bus

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# Transport-led Opportunities

## Crossrail Phase 1

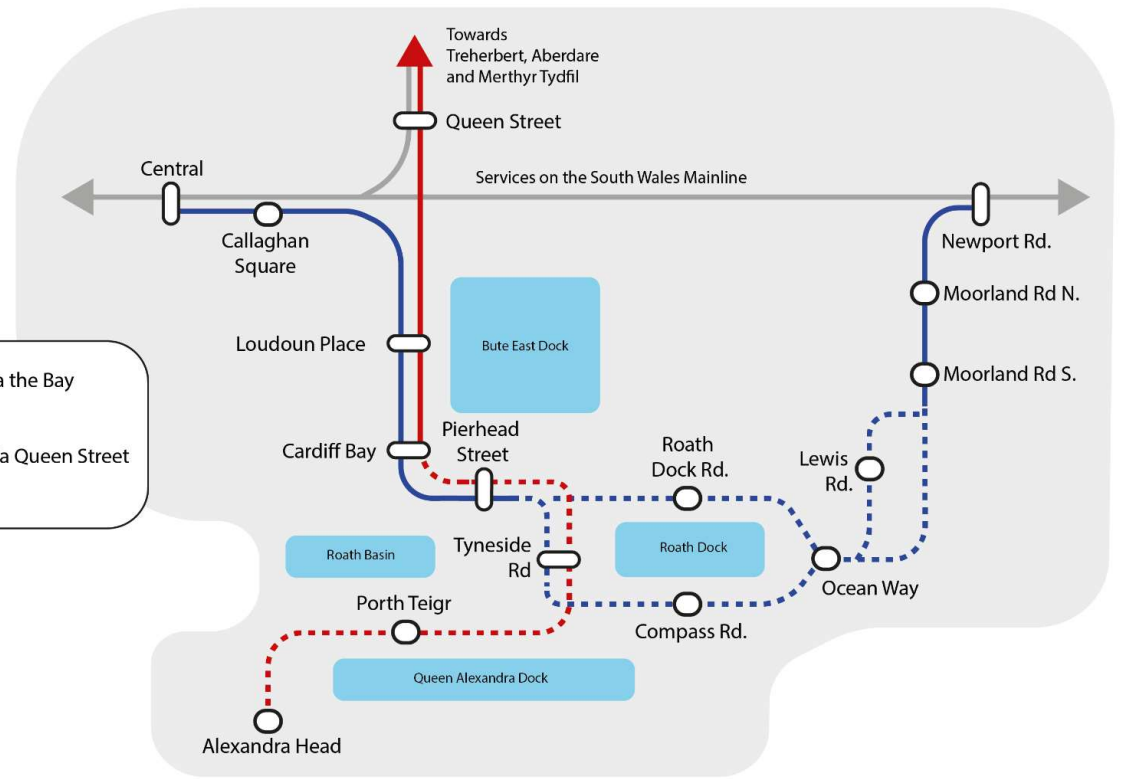
Unlocks investment potential for Cardiff Bay and South East Cardiff



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- Blue Line 4tph
- Central to Newport Road via the Bay
- Route options
- Red Line 6tph
- Valley Lines to Cardiff Bay via Queen Street
- Route option
- Other rail services



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# A CITY CENTRE OF WORLD CLASS URBAN DESIGN & PUBLIC REALM

1. Prepare a streetscape design guide for the city centre, consolidating and updating existing guidance to ensure that new and existing streets, spaces and buildings are developed to high quality architecture, landscape and biodiversity standards.
2. Develop a programme of streetscape enhancements to upgrade and declutter, creating streets and spaces that are safer, more attractive and more accessible for all users.
3. Encourage commercial premises to upgrade building/shop frontages and to raise design standards, focusing on historic buildings and Conservation Areas (e.g. Castle Street frontages).
4. Regenerate Cardiff Market as a great destination linked to the network of historic arcades.
5. Create a new Capital City High Street with an enhanced public realm, including greening, art, wayfinding and amenity spaces, following the historic central 'spine' from Cardiff Castle, through High Street/St Mary Street, Callaghan Square and Lloyd George Avenue, terminating at Cardiff Bay and the Docks.
6. Develop proposals for new landmark squares and public spaces at the Canal Quarter, Callaghan Square, Central Quay, University/Cultural Quarter, The Embankment, Mount Stuart Square, Boulevard de Nantes and Westgate Street.



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- **Funding secured for Cardiff Market**
- **Additional funding from public realm identified from SPF (e.g. Golate)**
- **Canal Quarter almost complete**
- **Callaghan Square taken forward as part of CXR project**



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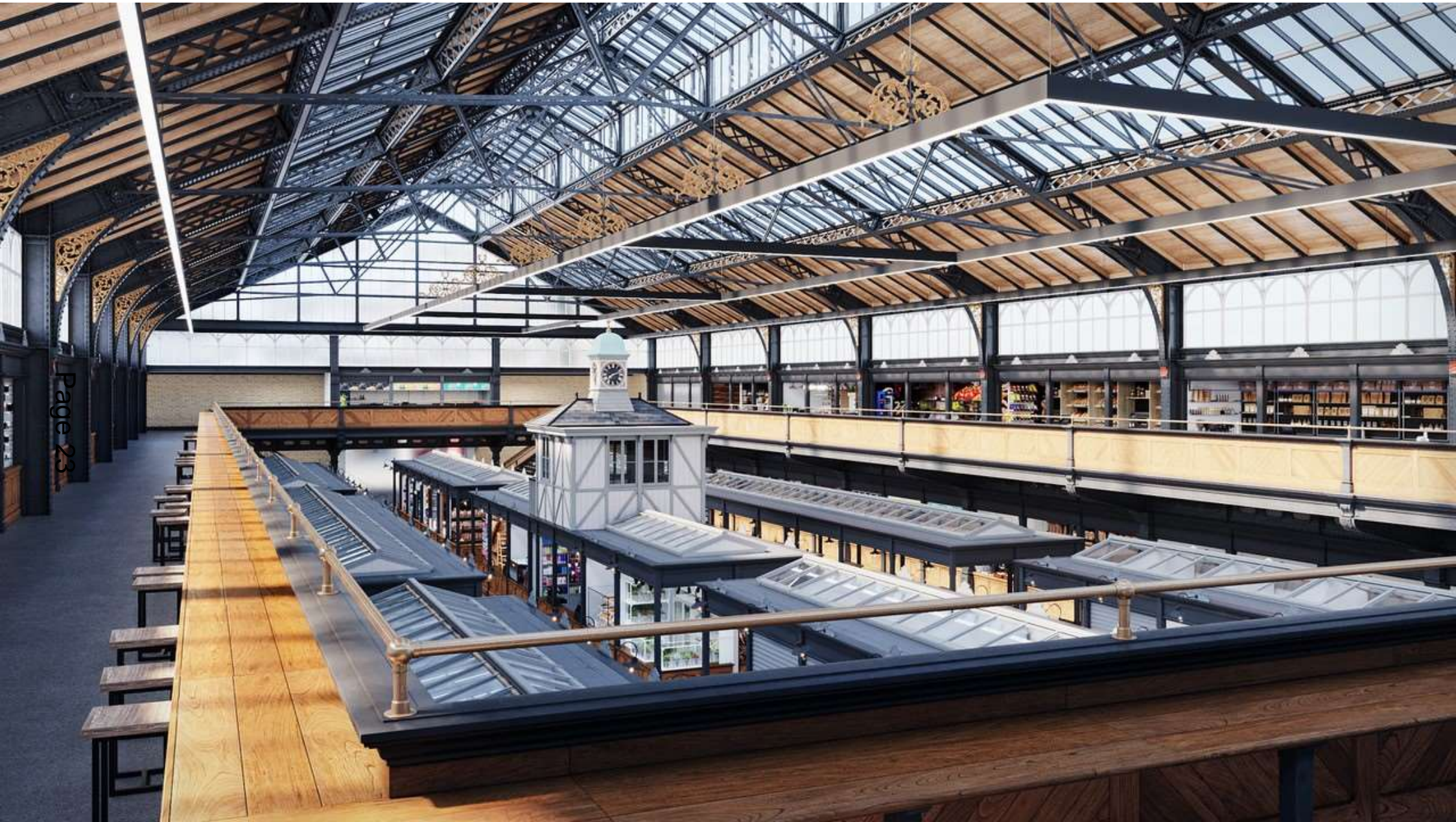














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# A GREEN AND BIODIVERSE CITY CENTRE

1. Better integrate existing major parks (Bute Park/Cathays Park) and green spaces with the core of the city centre through traffic calming measures and improved pedestrian connectivity, including through the Castle grounds and its west/ clock tower gate.
2. Seek to keep the Castle grounds open as a public green space.
3. Develop a green asset plan and work with partners to fully green the city centre (contributing towards Coed Caerdydd) through large scale interventions such as street greening, increased tree planting and the installation of green roofs/walls on new/redeveloped buildings, through to smaller scale works such as the inclusion of planters in all street cafés.
4. Work with partners and developers to deliver a network of new public green spaces across the city centre, including developing major new parks at: Callaghan Square, Lloyd George Avenue and the Taff River Embankment.
5. Turn grey areas of impermeable paving green (and blue) through the increased provision of rain gardens/sustainable urban drainage systems (SuDs) as part of a comprehensive programme of retrofitting across the city centre. Develop new landmark schemes like the award winning Greener Grangetown in the city centre, Riverside and Cathays.



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- **Rollout of SuDs**
- **Castle Square remains open for all visitors**
- **Partners supporting Coed Caerdydd**
- **Additional circular economy projects supported in partnership (including SPF funding)**



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# USW supports Coed Caerdydd to plant trees at Cardiff Campus

24-03-2023



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# A GREAT INCLUSIVE PLACE TO LIVE AND PLAY

1. Seek to provide a wider range and choice of family accommodation across the city centre/Bay with supporting facilities.
2. Establish a regular engagement partnership with residents and user groups.
3. Commit to making the city centre safer, cleaner, welcoming and more attractive for people of all ages and backgrounds.
4. Develop an equalities and all ages access strategy, supporting the city's Age Friendly City strategy.
5. Work with the Welsh Government's Transforming Towns programme to support in city centre regeneration schemes, street frontage improvements and public space enhancements.
6. Develop a fully child friendly city centre including the provision of play opportunities in new public spaces.
7. Create great food destinations, with high quality street markets, restaurants, cafes, shops and supporting infrastructure.
8. Develop a range of quieter seating areas and family/play spaces.



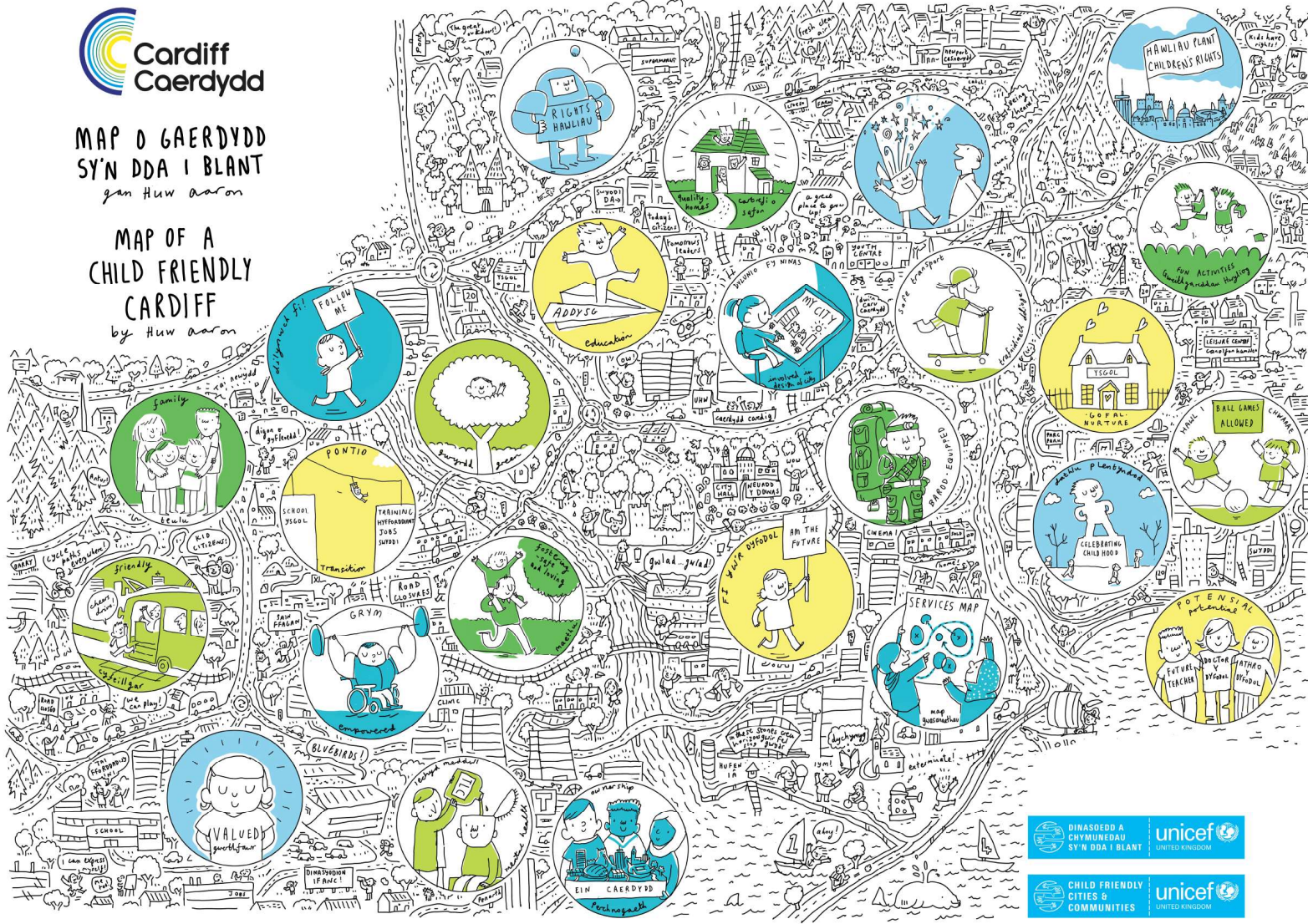
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- **Transforming Towns support for Cardiff Market and Tudor Street**
- **Child Friendly City Status achieved – continued work with city centre partners**
- **Additional seating areas developed**
- **Continue to work with investors and developers to establish new spaces and places**

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# Landsec to turn former Cardiff Debenhams into city square



Pui-Guan Man

21/06/2023 | [Investment/finance](#) | [Cardiff](#)



Landsec is seeking to turn a 160,000 sq ft former Debenhams store in Cardiff into a new public square as part of plans to revamp three of its retail locations.



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# A CITY CENTRE OF CULTURE AND ANIMATION

1. Develop a new 'home grown' events strategy and place animation programme.
2. Develop proposals for a new creative hub in the city centre to support production and performance.
3. Develop new city centre and Bay art/cultural centres.
4. Establish a city cultural festival, scoping a quality International Festival of Street Art.
5. Develop Womanby Street as a new music quarter to celebrate its significance as Cardiff's most loved music street.
6. Establish a city centre artist in residence programme.
7. Develop creative uses in meanwhile spaces, taking a dynamic approach to repurposing empty shops for artist activity where possible to ensure that empty spaces are used productively.
8. Establish public spaces that can accommodate outdoor events as part of new developments.

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- **Worked with Swn to embed the festival in the city centre**
- **Supported relocation of Sustainable Studios**
- **Funding via SPF to invest in creative hub for communities and young people**
- **Old Library redevelopment progressing**
- **Musician in residence funding approved**

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20 | 21 | 22  
HYDREF / OCTOBER 2023

**(swn)** CAERBYDD / CARDIFF

GWENER / FRIDAY @ TRAMSHED  
PARTI AGORIADOL / OPENING NIGHT PARTY  
**BILL RYDER-JONES** **LYNKS** **PIP BLOM** **SLATE**

SADWRN / SATURDAY

**ALAW** **ALFFA** **ANI GLASS** **ARTSHAWTY** **BABA ALI** **BABYMOROCCO**  
**BC CAMPLIGHT** **BODUR** **CATTY** **CHROMA** **CRIMEWAVE** **Y DAIL**  
**DEATH CULT ELECTRIC** **ELANOR MOSS** **ESTHER** **THE FAMILY BATTENBERG**  
**FFENEST** **FLAMINGODS** **FROZEMODE** **GETDOWN SERVICES** **GILLIE** **GWCCI**  
**HAK BAKER** **HALF HAPPY** **HEMES** **HONESTY** **HYLL** **JESSICA WINTER** **KEG**  
**LANDE HEKT** **LIVING BODY** **THE LAST DINNER PARTY** **LUKE RV** **MAGUGU** **MALGOLA, NO**  
**MANDY, INDIANA** **MAX RAD** **MICKEY CALLISTO** **MOIN** **MONET**  
**MORGAN HARPER-JONES** **NOOKEE** **OSCAR BROWNE** **PALE BLUE EYES** **PICTURE PARLOUR**  
**PIGS PIGS PIGS PIGS PIGS PIGS** **ROSIE ALENA** **SKINNY PELEMBE**  
**THE SHUNKOS** **TINY CAMELS** **TREEBOY & ARC** **TROUT** **TWST** **VANITY FAIRY**  
**WATERPISTOL** **WILLIAM THE CONQUEROR** **WILLIE J HEALEY**

SUL / SUNDAY

**ACID KLAUS** **BANSHI** **BONNY DOON** **BUTCH KASSIDY** **CAR BOOT SALE**  
**CERYS HAFANA** **CHILLI JESSON** **CLOTH** **CONCHUR WHITE** **CORELLA** **DASRADIAL**  
**DIVORCE** **ELLA LOCKERT** **ELLUR** **ETHAN P. FLYNN** **FAT DOG** **FLIP TOP HEAD**  
**GREY FLX** **HANDS OFF** **HEX GIRLFRIEND** **THE ITCH** **JACK VALERO**  
**JASMINE JETHWA** **LOS BLANCOS** **MADMAD** **MARIA UZOR** **MERCY ROSE**  
**MINAS** **MURDER CLUB** **MURIEL** **THE NEW EYES** **NEWS WAVE SOUND.ENT**  
**OPUS KINK** **OSLO TWINS** **OUR GIRL** **PARISA FOULADI** **SAFARI GOLD** **SAGE TODZ**  
**SALOON DION** **SALT** **SHELF LIVES** **SLANEY BAY** **SLEEP OUTSIDE** **SOPHIE JAMIESON**  
**TAPIRI** **THORDIS** **THE TUBS** **TVAM** **UTOPIA STRONG** **VIJI** **WESTERMAN**  
**WILLIAM DOYLE** **ZIYAD AL-SAMMAN** **ZZAHARA**

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# A GREAT QUALITY EXPERIENCE FOR VISITORS



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1. Establish a clear 'Visit Cardiff' brand, bringing together key stakeholders such as FOR Cardiff and Visit Cardiff Network members, to ensure there is a cohesive approach to marketing and promotion through one place brand for the city.
2. Explore the potential of a transport and attractions visitor card.
3. Promote free access activities within the city centre such as public art and heritage trails.
4. Progress key campaigns to help raise the profile of the city including Christmas, a waterfront city, major events and the Cardiff Music City brand.
5. Promote the city centre's unique assets including Cardiff Castle, Cardiff Market, its Victorian arcades and sports/cultural venues.
6. Build on visitcardiff.com and associated social media platforms to expand digital reach.
7. Encourage more business events of all sizes in the city centre to attract more weekday visitors and promote the city centre as a competitive business location.

- **Expanding web presence of Visit Cardiff**
- **Campaigns supported by SPF funding**
- **Alignment with FOR Cardiff – e.g. City of Arcades**



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# CHRISTMAS IN CARDIFF

Find Your Festive Spirit

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## CHRISTMAS EVENTS IN CARDIFF

Nothing helps the festive feeling like getting out and about for some fun with the family. As well as the usual Christmas shows and panto, Bute Park has an exciting new outdoor light trail to look forward to. Along with our famous Winter Wonderland it really will be the most wonderful time of the year.

Festive Family Fun

## CHRISTMAS AT CARDIFF CASTLE

Christmas at the Castle is always an exciting time and, with the possible return of a certain seasonal celebrity, 2023 will be no exception. The Castle is open to paying visitors all through the festive period and, one again, Cardiff's Winter Wonderland Ice Rink and Ice Walk will be bringing it's own brand of festive fun to the Grounds, so there is plenty to look forward to!



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# VISIT CARDIFF AT CHRISTMAS 2023







**FESTIVE ATTRACTIONS CITY CENTRE**

- 1 Cardiff Castle Public Square & Tours
- 2 Christmas at Bute Park
- 3 Cardiff's Winter Wonderland Funfair
- 4 Ice Bar at Cardiff's Winter Wonderland
- 5 Cardiff's Winter Wonderland Ice Rink & Ice Walk
- 6 Festive Quarter (Bar & Food Stalls)
- 7 Cardiff Christmas Market
- 8 Santa's Grotto on Queen Street
- 9 Believe at St David's Dewi Sant
- 10 Santa Experience at Principality Stadium

**FESTIVE ATTRACTIONS CARDIFF BAY**

- 12 Red Dragon Centre Christmas Activities
- 13 Festive Food & Drink at Mermaid Quay

**CHRISTMAS SHOWS**

- 14 Cardiff Christmas Festival in the Spiegeltent
- 15 Pantomime: Jac and the Beanstalk at New Theatre
- 16 Disney's Aladdin at Wales Millennium Centre

**SHOPPING**

- 1 DOORNOG ARCHADE
- 2 CASTLE ARCHADE
- 3 DINKY STREET ARCHADE
- 4 HIGH STREET ARCHADE
- 5 MORGAN ARCHADE
- 6 ROYAL ARCHADE
- 7 WYNDHAM ARCHADE
- 8 CARDIFF MARKET
- 9 ST DAVID'S DEWI SANT
- 10 QUEENS ARCHADE
- 11 THE CAPITOL

**KEY**

- Taxi Ranks
- Water Taxi Stop
- Train Stations
- Coach Parking

The above drawing is not to scale and is for illustrative purposes only

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# CITY OF ARCADES DAY

**Saturday 18th November**

**Visit.**

City of Arcades Day

**18.11.23**

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# FOR CARDIFF - IN STATISTICS

### CLEANSING TEAM

 Square metres of street cleansed **10,367**
 Grafitti tags removed **310**
 **2** Street audits

### CITY NET

**228** City Net radios across Cardiff
 

### THE CARD

**66** Offers added between July & September
 
**19,329** People registered with The Card

### SAFE PLACES

**83** Registered Safe Places in Cardiff
 

### GIFT CARD

Gift card sales: **£3,200**
 Gift card redemptions: **£2,830.67**

### NIGHT MARSHALS

The Night Marshals helped **20,665** people home by taxi at Mill Lane, Wood Street and Greyfriars Road.

### TRAINING

**119** People trained at a total cost of **£6137.28**

Courses include:

- First Aid
- Fire Safety
- Food Safety
- Mental Health Awareness
- Race Awareness
- LGBTQ+ Inclusion For Senior Leaders



### SENTRYSIS

**47** Offenders profiled on the CABC SentrySIS intelligence and incident recording intranet with approaching **900** logins from CABC members this year.



## OUR PROJECTS

### TALKING CITY

We launched a new free, interactive, family-friendly trail exploring the history of Cardiff. Featuring a trail exclusively for kids and a trail suitable for all ages.



1,637 interactions with the trail,  
7 pieces of media coverage



### CARD EVENT AT LUSH

A wellbeing evening for employees of FOR Cardiff member businesses as part of The Card scheme. Guests enjoyed spa tours, product making, live poetry, games and free hand & arm massages. There was also refreshments from Bird & Blend Tea and a competition to win a spa treatment in aid of Heads Above the Waves.

92% of attendees surveyed made a purchase at the event

### INTERNSHIP SCHEME

A collaboration between FOR Cardiff and the Cardiff University Student Futures team that offers subsidized paid internships to Cardiff University students at FOR Cardiff member organizations.



"I've immensely appreciated my internship experience and can envision a potential future in administration. Working with The Wallich has been a delight, their warm reception and unwavering support during my learning phase were truly commendable. I am also deeply grateful for the funding provided by FOR, as it's thanks to their support that enabled me to take advantage of this amazing opportunity."  
- Laura Hickey Intern at The Wallich

### CYCLE TO WORK DAY

30 bikes serviced by Dr. Bike



In August, we organised a Cycle to Work Day event in Central Square in partnership with South Wales Police, the British Transport Police, OVO Bikes, Brompton Bikes and more. Partners offered bike marking, bike servicing and shared opportunities.

### SUSTAINABILITY HUB

We launched a Sustainability Hub within the members area of the FOR Cardiff website. It's a one stop shop for environmental advice, best practice, guidance and opportunities.

Submit a post to help others to become more sustainable.



**FOR CARDIFF SUSTAINABILITY HUB**

[www.forcardiff.com/sustainability-hub](http://www.forcardiff.com/sustainability-hub)

- Access environmental resources
- Donate office equipment
- Share an opportunity



### CITY AMBITION FUND

Applications are open for grants of up to £2,000

We launched round three of the City Ambition Fund, a funding scheme for projects that align with FOR Cardiff's ambitions for Cardiff city centre. The funding was launched at Browns Restaurant at the Marriot Hotel on 13th September, with talks from FOR Cardiff and previous fund recipients from Pallet Arts, the Cardiff Wine Passport and Food Cardiff.



### SUSTAINABLE SWAP SHOP



In line with Sustainable Fashion Week 2023, FOR Cardiff collaborated with St David's Dewi Sant, Ethical Boutique, Rokit Vintage and Wagamama to host a pop-up swap shop for clothing and accessories.

There were over 100 donated items on the day

### IMPROVING WOMEN'S SAFETY

Find out more at [www.forasafercardiff.com](http://www.forasafercardiff.com)

This November we will launch a campaign to promote the ongoing work to improve women's safety in Cardiff city centre. The campaign will involve raising awareness of the Ask for Angela Scheme and promoting the Cardiff Women's Safety Charter - a set of tangible actions businesses can take to improve safety for their staff and customers.



### LGBTQIA+ NIGHT SAFETY FOCUS GROUPS



On 15th and 18th November, Night Time Economy Solutions are holding 2 hour focus groups on behalf of FOR Cardiff to develop a LGBTQIA+ night safety strategy for Cardiff city centre. Open to all. Attendees will receive a £10.00 Cardiff gift card.

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