

CITY CENTRE MANAGEMENT: POLICY REVIEW

Purpose of the Report

1. To provide background information to Members to aid their policy review scrutiny of arrangements in place to manage Cardiff City Centre.

Scope of Scrutiny

2. During this scrutiny, Members can explore the current arrangements for city centre management, and how this assists the day and night time economies, ensuring Cardiff is an attractive and viable destination and a clean, safe, attractive and welcoming City Centre.
3. Members will have an opportunity to hear views from FOR Cardiff, the representative body for city centre businesses, which works in partnership with the Council.
4. Members will also be able to explore financial implications for the Council, whether there are any risks to the Council, and what the next steps are for City Centre Management.

Background

5. During work programming, Members identified that the Corporate Plan 2023-26 contained an action to '*Establish new city centre management arrangements*'¹ and decided to prioritise this for scrutiny.
6. Cardiff Council has a specific city centre management team, consisting of six officers, who work with other council teams and with partners to manage the city

¹ Page 43 - [Cardiff Council Corporate Plan 2023-26](#)

centre. This team includes the recently appointed city centre wardens², who are funded by the UK Government's Shared Prosperity Fund. The wardens' role is:

- *To assist in maintaining high standards of customer care by providing and distributing information, responding to complaints and dealing with queries and requests from local businesses, internal services, the BID, visitors and local residents.*
- *To liaise with relevant partners to report and respond to incidents of crime, anti-social behaviour and street vulnerability including Housing and Outreach Services, Social Services, Probation Services, CCTV and South Wales Police.*
- *Facilitate formal enforcement proceedings with partners by providing witness testimony in writing, operating Body Worn Cameras for evidential purposes and attending court where required.*
- *Undertake enforcement duties including those related to the City Centre's Public Space Protection Order (PSPO) by the issuing of verbal warnings and Fixed Penalty Notices (FPNs) where breaches in behaviour have occurred under the legislation.*
- *To assist in improving the standards of maintenance in the City Centre by:*
 - *patrolling the area;*
 - *removing hazards;*
 - *dealing with fly-posting, graffiti, cleansing and maintenance issues;*
 - *undertaking basic DIY tasks;*
 - *identifying and reporting problems and liaising with internal Council officers and external organisations such as the Police, Fire Service, Big Issue, outreach services, local businesses and the BID to ensure a swift and effective response*
 - *realising operational initiatives that improve the coordination and/ or attractiveness of the City Centre;*
 - *administering first aid training to injured parties and liaising with medical services.*
- *To assist in the coordination, management and promotion of the City Centre including undertaking surveys, gathering and sharing intelligence, distributing information and providing concepts for digital marketing.*
- *To oversee on-site the effective operation of commercial lettings and street trading schemes and helping co-ordinate and manage special events and activities.*³

² [New City Centre Warden Team \(cardiffnewsroom.co.uk\)](http://cardiffnewsroom.co.uk)

³ [CITY CENTRE WARDEN \(jobscardiffcouncil.co.uk\)](http://jobscardiffcouncil.co.uk)

7. Other members of the city centre management team work to attract uses for the various activation sites across the city centre, to ensure there are attractions for city centre visitors and an animated street scene, as well as working in partnership with the Community Safety Partnership and with FOR Cardiff, which is the city centre Business Improvement District (BID) organisation.
8. BIDs⁴, are partnerships between the local business community and a local authority to develop projects and services that will benefit the trading environment within the boundary of a commercial area. BIDs are funded in whole, or in part, by a levy which is additional to the non-domestic rates. The additional funding raised is used in the specified area to support activities identified by participating businesses.
9. FOR Cardiff became operational in 2016 and has since been the representative voice for its business members and has worked on delivering place-making projects to enhance the experience of those in the city centre, projects aimed at increasing footfall, and projects aimed at future-proofing the city centres. These include, amongst others,⁵:
 - i) Night marshals
 - ii) Cleansing Team
 - iii) Environmental projects
 - iv) Art & Culture projects
 - v) Events
 - vi) Give DIFFerently scheme
 - vii) Equality City
 - viii) City Ambition Fund
 - ix) Partnership Working
 - x) Business Engagement.
10. Importantly, FOR Cardiff has worked with partners to achieve the Purple Flag⁶ award for Cardiff's City Centre. This is an international accreditation programme that aims to reward destinations that achieve excellence in the evening and night-time economy. Purple Flag strives to help create safe and thriving locations at night for all users.

⁴ [City Centre Management Arrangements \(1.33M\).pdf \(moderngov.co.uk\)](#)

⁵ [Projects - FOR Cardiff](#)

⁶ [Purple Flag | ATCM](#)

11. In September 2023, Cabinet approved the draft Shared Prosperity Fund Programme and Review⁷, which included specific lines for the city centre, which were allocated indicative funding of £3m when the programme was initially adopted in November 2022:
- i) Investment in city-centre Joint Enforcement Team and additional cleansing resources
 - ii) Upgrading and enhancement of areas of public realm within the city centre.
12. In addition, the SPF Programme includes an open call for projects, with £750,000 available in 2023/24 and £4.5M available in 2024/25.
13. Members attention is drawn to the outputs of the SPF Engagement Event in June 2023, where attendees of the *Supporting Local Business Workshop* were asked to identify priority outcomes⁸, resulting in the following:
- Vacant units filled
 - Jobs created/safeguarded
 - Energy efficacy measures
 - Footfall
 - Increased investment
 - Business sustainability
 - New/supported Enterprises

Progress Update

14. Attached at **Appendix 1** is a presentation that provides an overview of the City Centre Management team and an update on work to date.

Way Forward

15. Councillor Huw Thomas (Leader) will be invited to make a statement. Jon Day (Operational Manager – Tourism & Investment), and Richard Hyett (City Centre Manager) will attend to give a presentation. Carolyn Brownell, For Cardiff (Executive Director - Interim) will also attend and the whole panel will be available to answer Members' questions.

⁷ [Agenda for Cabinet on Thursday, 21st September, 2023, 1.00 pm : Cardiff Council \(moderngov.co.uk\)](#)

⁸ Page 28, SPF Programme Review and Update, attached as Appendix A to SPF report to Cabinet, available [Agenda for Cabinet on Thursday, 21st September, 2023, 1.00 pm : Cardiff Council \(moderngov.co.uk\)](#)

Legal Implications

16. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

17. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters, there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATION

The Committee is recommended to:

- i) Consider the information in this report, its appendix and the information presented at the meeting
- ii) Determine whether they would like to make any comments, observations, or recommendations to the Cabinet on this matter, and
- iii) Decide the way forward for any future scrutiny of the issues discussed.

LEANNE WESTON

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15 November 2023