



CARDIFF

OUR CREATIVE CAPITAL

DRAFT



CARDIFF CREATIVE MINDS

“

Here's to the crazy ones, the misfits, the rebels, the troublemakers, the round pegs in the square holes, the ones who see things differently. They're not fond of rules. You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things. And while some may see them as the crazy ones, we see genius because the ones who are crazy enough to think that they can change the world are the ones who do.

”

Steve Jobs

WHO IS HERE

“

You can't use up creativity. The more you use, the more you have.

”

Maya Angelou

ALERT LOGIC | AMPLYFI | ATTICUS DIGITAL | AVANTI MEDIA |
 BACKBASE | BAD WOLF | BAFTA CYMRU | BAIT STUDIO | BANG
 POST PRODUCTION | BAREFOOT RASCALS | BBC CYMRU WALES
 | BOOM CYMRU | BOX UK | BLUE STAG | CARDIFF THEATRICAL
 SERVICES | CELF CREATIVE | CLOTH CAT ANIMATION | CLWB
 IFOR BACH | COPA | CURVE MEDIA | DEADSTAR PUBLISHING |
 DELIO | DEVOPSGUYS | DRAGONFLY | DREEM | FFIILM CYMRU
 WALES | FICTION FACTORY | FOLK FILMS | GEOLANG | GOLLEY
 SLATER | GORILLA | HASSELL | HUGHES ARCHITECTS | IEIE
 PRODUCTIONS | ILLUSTRATE DIGITAL | INSPIRETEC | IQE | ITV
 CYMRU WALES | JAMMY CUSTARD ANIMATION | KAGOOL |
 LIBERTY MARKETING | LIMEGREEN TANGERINE | MILK VFX |
 MUSICBOX STUDIOS | MYNT MEDIA | ONE TRIBE TV | ORCHARD
 MEDIA | PINEWOOD STUDIO WALES | PLIMSOLL PRODUCTIONS
 | RANT MEDIA | RIO ARCHITECTS | RIVER & BEAR PUBLISHING
 | RONDO MEDIA | S3 ADVERTISING | S4C | SANDERS DESIGN |
 SCOTT BROWNRIGG | SLAM MEDIA | SOUNDWORKS | SPLICE |
 STILLS | SUGARCREATIVE | THREADDESIGNANDDEVELOPMENT
 | THUD MEDIA | TIDY PRODUCTIONS | TINY REBEL GAMES |
 TRAFFIC JAM MEDIA | UPRISE VSI | VOX PICTURES | WEALTHIFY |
 WE BUILD BOTS | WILDFLAME PRODUCTIONS | YOKE CREATIVE





Image credit:
Ragnar Kjartansson, *The Sky in a Room*
(2018). Courtesy the artist and i8 Gallery.
Photo: Hugo Glendinning.

“

Great things
are not
accomplished
by those
who yield to
trends and
fads and
popular
opinion.

”

Jack Kerouac

WE'RE
CREATING
THE FUTURE

“ Compact, multicultural Cardiff dances to its own beat, with abundant cultural and historical sights, independent businesses and a friendly atmosphere. ”

Source: Lonely Planet

High-end TV, film and animation projects can qualify for UK tax credits, worth up to 20% of their spend in the UK. A number of cross-sector finance and support services provided by Welsh Government are also available.

In Cardiff we place creativity front and centre.

The city is nurturing a creative community that is embracing new technologies and digital innovation, and our approach has seen Cardiff become one of the UK’s creative powerhouses.

Creative people recognise what Cardiff can do for them, attracted by the melting pot of cultures that has made our city so vibrant, forward-thinking and inventive. In this environment creativity flourishes and a dynamic cluster has evolved.

CARDIFF HAS A
£10 BILLION
ECONOMY



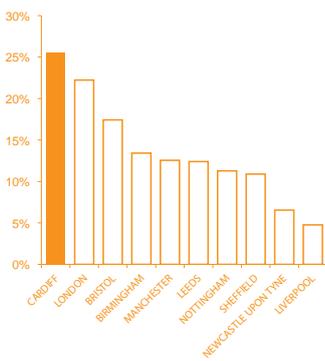
SOURCE: CARDIFF ECONOMY AND LABOUR MARKET 2018, CARDIFF RESEARCH CENTRE

Creativity is at the top of Cardiff’s regeneration agenda with the city centre being designed around the needs of the sector. We are bringing together custom-designed properties all built around a new central transport hub, providing fast connections to talent here and across the UK.

The city is home to major broadcasters such as the BBC, ITV and S4C, reinforcing Cardiff’s position as one of the UK’s largest broadcasting, TV and film production centres outside of London.

The new state of the art Foster & Partners designed BBC Wales HQ which sits in the centre of this development contains the most up-to-date broadcasting technology available. The statement building is the centrepiece of a new destination for the creative sector right in the heart of the city centre.

20 YEAR PROJECTED POPULATION GROWTH 2014 - 2034



SOURCE: WELSH GOVERNMENT

Major players in the creative sector have also clustered in Cardiff Bay, where ITV have invested in new studios and where the BBC Drama Village is located.

But we are not just home to the nation’s biggest broadcasters. Cardiff has a strong independent scene with a rapidly growing network of artist studios, creative hubs and co-working spaces across the city. We are pioneers in co-locating creative and technical skills and as a result a strong ecosystem has developed with collaboration at every level springing from numerous meet-ups. With four higher education establishments offering more than 160 media, performance and design courses, the creative potential of Cardiff is vast.

NEW STATE OF THE ART



SIR NORMAN FOSTER
DESIGNED
**BBC CYMRU WALES
BROADCAST CENTRE**

An unprecedented multi-million pound research investment into the screen industries is underway with Cardiff chosen as one of nine projects in the UK to be chosen for the five-year funding stream, boosting the city’s profile as an internationally recognised centre for the creative industries. Through the Creative Industries Clusters Programme set up by the Arts and Humanities Research Council (AHRC), academics from Cardiff’s three universities will be working closely with companies from across the sector.

The stage is set. Come to Cardiff and make real your vision to be even more innovative, ambitious and creative.

“ The most talented, thought-provoking, game-changing people are never normal. ”

Richard Branson



WE'VE
GOT TALENT!

“ Cardiff’s fast-growing creative sector is young, savvy and connected. ”

7,000 
 UNDERGRADUATES
 ENROLLED ON
 CREATIVE AND MEDIA
 COURSES IN CARDIFF

The growth in Cardiff’s creative industries has largely been powered by a vibrant film, TV, animation and video gaming sector, supported by a diverse ecosystem of production companies, broadcasters, freelancers and universities. Through a high level of collaboration with local creative businesses, the city’s universities play a vital role, developing talent, providing support services and carrying out research for the sector.

Finding the right mix of talents for your company will not prove to be a problem here. With three universities based in the city, our creative industries sector benefits from a steady stream of graduate talent.

**MORE THAN
 15,000** 
 PEOPLE
 EMPLOYED
 IN CREATIVE
 INDUSTRIES IN
 CARDIFF

SOURCE: NOMIS BRES 2017

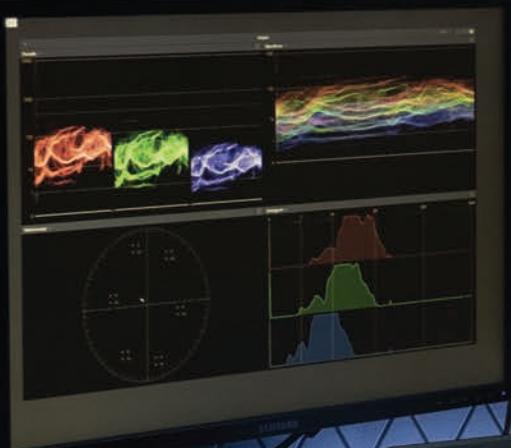
The University of South Wales has developed the Film & TV School Wales, which provides students with the up-to-the-minute skills and specialist training required by the film, TV, VFX and game industries. It is one of the few UK full members of CILECT, the prestigious International Association of Film and Television Schools, which represents the best film schools from around the world. The university’s Faculty of Creative Industries runs a wide range of degree courses including Game Art, Graphic Communication, Fashion Design, Computer Animation and Photojournalism.

The University of South Wales Group includes the Royal Welsh College of Music & Drama which provides high quality vocational training for around 600 students a year across a range of artistic disciplines including scenic design and stage management, all working with the latest industry standard equipment. The College is ranked as the top institution in the UK for drama training by the Guardian University Guide 2018.

**University
 of South
 Wales’** **FACULTY OF
 CREATIVE
 INDUSTRIES
 IS ONE OF THE
 LARGEST
 IN THE UK**

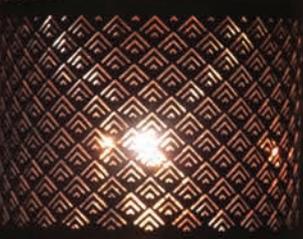
Over 1,200 students are enrolled on Cardiff Metropolitan University’s School of Art and Design courses which are designed to ensure that students can operate as professionals from the moment they begin their careers. The university has also established a School of Technologies which works closely with employers across the tech industry to ensure that the skills required by the sector are met. Courses in information security, software engineering and games design, robotics and data science are offered.

Cardiff University has unveiled a new £300 million Innovation Centre which is designed as a creative hub for technology transfer, business development and cutting-edge research, creating opportunities for collaboration between researchers, students, entrepreneurs and business leaders. The university is ranked in the top five UK Higher Education Institutions for the number of knowledge transfer programmes, supporting the cultural industries in improving their performance, processes and sustainability.



This figure shows a software control interface with a dark background. It features various panels, sliders, and a list of parameters, typical of a digital audio workstation or video editing software.







RABBLE
STUDIO

A CREATIVE SPACE TO CALL HOME

“

Creativity is contagious.
Pass it on.

”

Albert Einstein

“ The success of the Cardiff creative cluster is about connectivity, both hard and soft. ”

Source: Bazalgette Independent Review of the Creative Industries 2017



CREATIVE
INDUSTRY IN
CARDIFF BENEFIT
FROM ALMOST
500,000 SQ FT
OF INCUBATION
SPACE

It is the inherent need of the human species to create that drives the success of the creative industries. In the right atmosphere this creativity and innovation knows no bounds. In Cardiff all the necessary ingredients that go to make a highly creative environment are present in abundance and that's why the city is now considered to be one of the most creative in the UK.

Artists from across the UK have been relocating to our capital city for some time, enjoying a better quality of life and achieving a great work/life balance, whilst creating the music, art, film and literature that defines Cardiff's cultural scene.

And at the heart of all this creativity lies Cardiff's diverse ecosystem and high level of collaboration.

CARDIFF IS
TOP UK CITY
IN THE
**EUROPEAN DIGITAL
CITY INDEX 2016**
FOR BUSINESS
ENVIRONMENT



The city offers numerous networks and opportunities for knowledge exchange for all sectors of the creative community such as Cardiff Start which is focused on tech and digital startups, Meet:Market a dedicated networking event for marketers, Design Circle RSAW which provides a social platform for design professionals, and Games Wales South, a social meetup for video-games developers. All of this will ensure that you will soon feel at home in our friendly city.

But where exactly would you base your company? A wide range of property options are available to you from co-working solutions in inspirational locations such as Tramshed Tech, Indycube and Rabble Studio, to bespoke office space at the £6 million waterfront development at GloWorks in Cardiff Bay alongside the BBC's purpose built Roath Lock drama village. At the heart of Cardiff Capital Region's transport infrastructure sits Cardiff's newest creative destination, Central Square, where BBC Wales has located its new state of the art HQ. Within this statement building, touchdown space for independent production companies requiring access to the latest media production facilities is available. Alongside the BBC HQ, this new city centre media hub offers over 1 million sqft of Grade A office, studio and incubation space in a number of dynamic high spec buildings with first class digital infrastructure including Capital Quarter, Stadium Plaza and the Interchange.

Whatever kind of space you are looking for we'll help you find it in Cardiff.

CARDIFF IS
TOP UK CORE CITY
FOR LIFESTYLE IN THE
**EUROPEAN DIGITAL
CITY INDEX 2016**



SOURCE: NESTA

SOURCE: NESTA







WE'RE SMART!

“

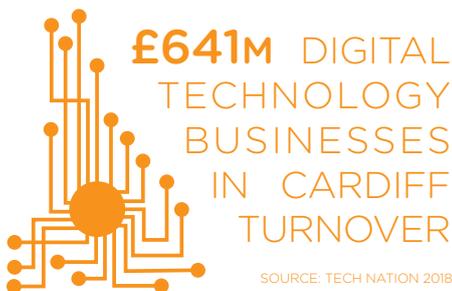
Instead of thinking
outside the box,
get rid of the box.
get rid of the box.
get rid of the box.

”

Deepak Chopra

“ We’ve got talent, we’ve got venues and we’ve got a cultural distinctiveness that sets us apart. ”

CLlr Huw Thomas, Leader, Cardiff Council



The UK's strength in technology and innovation is demonstrated by the high level of tech activity across the country. Cardiff's innovative digital tech sector built around cyber security, FinTech and AI clusters is increasingly important to our local economy, responsible for £606 million of GVA in 2017 (Source: Tech Nation 2018).

Collaboration and knowledge sharing is key to the success of the sector. A growing number of co-working spaces and innovative hubs with a diverse network of support and industry meetups all designed with the needs of creatives, freelancers and digital innovators in mind has sprung up in the city. Cardiff's vibrant grassroots scene is nurturing an adventurous community of disruptive doers and thinkers.



The smart tech industry is rapidly growing in the Cardiff Capital Region with Cardiff based IQE spearheading the world's first compound semiconductor cluster which will develop the technology that will transform the way we live in the future. IQE manufacture and supply compound semiconductor wafers, the technology central to the next generation of smart phones and tablets. A new state of the art innovation centre planned by the Compound Semiconductor Applications (CSA) Catapult will soon be opening in the Capital Region helping companies to accelerate the growth of new products.



Cardiff has a growing reputation as an alternative FinTech capital to London, recognised as an exemplar for financial aggregator site technology. The sector is supported by the Welsh Financial Services Graduate Programme, an initiative unique to Wales which is designed to develop an elite talent pool. Another innovative initiative set up by the University of South Wales and the Welsh Government to support the FinTech sector is the National Cyber Security Academy which aims to produce the next generation of cyber security experts.

Cardiff University's National Software Academy seeks to address the demand for skilled programming and software engineering graduates. Working in partnership with the Welsh Government and industry partners such as Admiral, DevOpsGuys, and Laing O'Rourke, graduates of the Academy will have benefited from the skills, knowledge and hands-on experience required to be immediately effective as commercial software engineers.



Optimism about the growth of digital technology businesses in the UK Core Cities was highest amongst the Cardiff digital technology cluster (Source: Tech Nation and Streetbees 2018).

There's a sense that it won't be long before Cardiff has its first unicorn company, and many believe the digital technology sector will be the one to produce it.





WE'VE GOT THE VIBE

“

CREATIVE people are *curious*, **flexible**, **PERSISTENT** and **independent** with a *tremendous spirit* of adventure and a *love* of **PLAY**.

”

”

Henri Matisse

“ Cardiff is the first city in the UK to incorporate music urbanism into its city structure. ”

MORE GREEN SPACE PER PERSON THAN ANY OTHER UK CORE CITY



SOURCE: EU URBAN AUDIT 2015

Cardiff is young, sassy and famously multicultural, a city consistently recognised as being one of the best to live in by residents. We're more green than grey, a compact and friendly city with the infrastructure you would expect of any modern capital.

Quality of life is one of our big competitive advantages. However you like to spend your leisure time, you will find what you're looking for in the city and its Capital Region.

Lovers of the arts enjoy Cardiff's rich and varied cultural life. Cardiff Bay's Millennium Centre has quickly established itself as a world-class venue for performing arts, bringing critically acclaimed and diverse theatre productions and artists to Wales, as well as showcasing Welsh talent through their own innovative original work. The Centre serves as a vibrant cultural campus home to eight cultural organisations including the Welsh National Opera, BBC National Orchestra of Wales and National Dance Company Wales. As one of the most lively performing arts centres in Europe, the words on its exterior ring true; In these Stones Horizons Sing.

UK'S FIRST OFFICIAL MUSIC CITY



Cardiff is also home to the world-renowned Artes Mundi international Exhibition and prize, the UK's largest international contemporary art prize.

THE WALES MILLENNIUM CENTRE WELCOMES 1.5M VISITORS ANNUALLY



SOURCE: WMC

Cardiff loves to party! Festival season includes numerous events including the Festival of Voice which immerses Cardiff in the talents of singers and performers from around the world, Hub with its grassroots music and performance art creativity, Pride Cymru Big Weekend, Cardiff Comedy Festival, Cardiff Book Festival and Swn Fest which brings together emerging artists from Wales, the UK and beyond to takeover interesting spaces across the city.

CARDIFF'S CHAPTER ARTS CENTRE WELCOMES 800,000 VISITORS ANNUALLY



SOURCE: CHAPTER CARDIFF

Music is at the heart of the city's cultural scene with Cardiff declared the UK's first official Music City by global music agency Sound Diplomacy. The beating heart of the 'music quarter' is colourful Womanby Street, one of the oldest streets in the city with buzzing live music venues such as Clwb Ifor Bach where Welsh musicians have historically cut their teeth. The world's leading performers also see Cardiff as an attractive tour date with the city recently hosting Beyoncé, the Rolling Stones, Ed Sheeran and Coldplay.

Sport fans are also very well served. Home to the Principality Stadium (Europe's largest indoor arena with a retractable roof and a capacity of 75,000) Cardiff is also the place where major sporting events take place such as the UEFA 2017 Champions League Final, international rugby, Ashes cricket and world heavyweight title fights. And if outdoor pursuits are your passion, South Wales offers the whole range of activities from first class golf courses including the Royal Porthcawl Golf Club to wakeboarding, climbing, power kiting and coasteering, in some of the most beautiful heritage coastline and national parkland to be found in the UK.

Simply put, people love living in Cardiff - a city which makes it easy to find a great work/life balance.

1ST CLASS SPORTS AND ENTERTAINMENT VENUES





MORRIS - SAFE WORKING LOAD - 10 TONS

DEPOT



WHY CARDIFF?

“

Location, skills, lifestyle, support – Cardiff is the wise choice for business.

”



Chris Ganje

CEO
AMPLYFI

AMPLYFI

Working with AI and machine learning to revolutionise business intelligence

“ Cardiff’s burgeoning reputation as a European city of excellence offers a thriving digital scene for innovators such as AMPLYFI.

Compared with the likes of Silicon Valley, London, Berlin and Beijing, Cardiff’s commitment to invest in R&D and innovation complements the ability to recruit some of the brightest minds coming out of its world-class universities.

The primary driver behind our decision to headquarter in Cardiff was the ability to have access to top talent so that we could build a rock star team. In the early days, we benefited from investment from the Development Bank of Wales and being selected for NatWest’s entrepreneur accelerator programme. Since then, we’ve been supported by the Welsh Government and local investors.

With our revolutionary platform, DataVoyant, we’re creating a new era in business intelligence, using AI and machine learning to mine data sources across the surface and deep web. We’ve secured contracts with some of the world’s largest global institutions, alongside major industry recognition, including being named Economic Disruptor of the Year by The Spectator in 2018. We have global ambitions and with this team, and with our ground-breaking technology, we’re achieving them.

”



Natasha Hale

Chief Operating Officer
Bad Wolf



Independent scripted film and TV production company

“ You can’t get a better group of staff! Jane Tranter, Bad Wolf’s founder, has worked all over the world, and she said it’s similar to the attitudes in New York. The staff you get in Cardiff are so enthusiastic for hard work, so willing to work that actually they’re some of the best crews in the world. There’s an enthusiasm in Cardiff to work hard, get on well and do a really good job and I think it’s that enthusiasm that we’ve found at Bad Wolf.

We have brought in a lot of people from overseas who have to come and live here while productions are filming and I think the thing that those people really love about Cardiff is the quality of life, the clean air, the fact that you can walk everywhere, the magnificent parks, and the fact that you are always quite near London and Heathrow.

”



Gareth Powell

Chief Operating Officer
BBC Wales



The world's leading public
service broadcaster

“ The number of people working in the creative sector in Wales has doubled over the last ten years and Cardiff has been very much at the centre of that growth. Outside of London, Cardiff has seen the biggest growth in digital production and content creation, so it's a major player. Cardiff is a national hub for creative and digital production with national broadcasters, a host of independent production companies and facilities houses, and an ever strengthening and growing freelance community. I think the future is very promising for the creative industries in Cardiff.

We've invested in our new HQ in Central Square and that's been the trigger for a wider regeneration around that central part of Cardiff delivering around £1.1 billion of added economic value and 1900 jobs. To be at the heart of the creative industries in this part of Cardiff is a fantastic opportunity for us to be closer to our partners and more accessible to the public.

”



Nia Thomas

Managing Director
Boom Cymru



“ Cardiff is an incredibly creative city. We're fast coming up behind London as a creative powerhouse and we're very excited to be in the centre of that. The presence of the three broadcasters in Cardiff made it possible for us to grow and we're excited about the possibilities of future growth.

People come here, they like it and stay. A number of people are coming from Bristol and London and settling in Cardiff. They're loving the city's vibe. Over half the population here is under 35 years old, which makes it a very young and vibrant city. We've got fantastic amenities here. The centre of Cardiff is a wonderful place to be, everything is close together and we absolutely adore being here.

”

TV production company,
producing innovative
youth, children's, drama
and factual entertainment
programmes for BBC, ITV,
S4C and Channel 5



Mark Thomas
Creative Director
Celf Creative



Full service creative agency

“ Just 7hrs from the east coast of the US and 3-4hrs from Europe, Cardiff is one of the best locations from a business point of view. As a full service creative agency we collaborate with global clients, ambitious start-ups and large multi-national organisations. Specialising in creative strategy, brand identity and communication, advertising, packaging, websites and web applications, digital media and animation, for us Cardiff is ideal as the city has great transport links which are providing gateways to new business opportunities.

There's great ambition for growth in Cardiff at the moment. Take a look at the skyline and the number of construction cranes you can see in the city, it's evident that Cardiff is on a new growth curve.

From both a business and a personal point of view, Cardiff is a great city to be part of.

”



Jon Rennie
Managing Director
Cloth Cat Animation



Award-winning 2D and CG animation studio

“ Cardiff has been our home right from the start of Cloth Cat Animation. There are excellent skilled crew available locally and the quality of life here always attracts new applicants on our various series. Frankly, we wouldn't want to be anywhere else!

We have great connections to the local universities and we're able to directly support the next generation of animation talent.

There is a great sense of community here, with monthly animation events, festivals, industry promotions and support from all levels of government. It shows the commitment that everyone has to building a strong creative hub in Cardiff and it's exciting to be part of that future.

”



Guto Brychan

Chief Executive
Clwb Ifor Bach



Bringing the world's artists
to Wales

“ Clwb Ifor Bach has been a focal point of the Cardiff music industry for over 35 years. During this time we have staged performances by local, national and international artists - both at the venue and elsewhere in the city. Legendary early shows by the likes of Coldplay, The Strokes and homegrown talent such as Super Furry Animals, Catatonia and Stereophonics have become part of the city's musical history. Our recent acquisition of Swn Festival, a multi-venue city centre music festival showcasing new and emerging artists, has provided us with further opportunities to engage with the city's creative community and support its thriving music scene.

With Cardiff the fastest growing UK city proportional to its size and the continued growth of the city's creative sector, we now believe it's time to expand our current premises; aiming to re-imagine the property as a fully accessible, modern venue capable of staging two separate events to a combined audience of over 800 people on any given night. This has only been possible as a result of Cardiff Council's decision to purchase the adjacent property and leasing it to us on a long term basis. Their support and the implementation of their recently announced music strategy, means now is the time to get involved with the music sector in Cardiff.

”



Gareth Lewis

Co-Founder and Chief
Executive
Delio



Private asset infrastructure
as a service

“ Delio is a digital infrastructure that supports financial organisations, including top-tier global banks, to launch, streamline and scale the way they connect private assets with capital. Over USD\$2.5BN of opportunities are currently being transacted across the Delio infrastructure.

We are a global organisation with locations across the Middle East, USA, Continental Europe and Asia Pacific, but have always maintained that our headquarters will remain in Cardiff. With several top-level universities on our doorstep, Cardiff is particularly good in terms of recruitment. It's home to a diverse and well-educated workforce that helps drive Delio to continue growing.

We've been well supported by great partnerships with Cardiff University, Cardiff Council and the Welsh Government that have really helped us grow our presence in and out of Cardiff.

”



Debbie Garside

CEO

GeoLang



Specialists in enterprise data security solutions

“ Operating in the heart of Cardiff, which boasts a flourishing cybersecurity ecosystem that has propelled Wales, and the UK as a whole, to the forefront of global digital innovation and security, GeoLang – as part of the Shearwater Group PLC – are pioneers in helping organisations locate, understand and protect their critical and high-value information across their digital estate.

In keeping with the city’s committed approach to research and innovation, our award-winning Ascema Data Security platform – which provides cutting-edge capability in the discovery, protection and management of sensitive information at content level – has been consistently recognised amongst the UK’s top “tech talent” operating in Wales for 2019, as well as being procured by several prominent organisations, including an NHS Trust.

As well as possessing an innovative, research-driven culture, alongside a strong entrepreneurial spirit, Cardiff also provides an extensive range of business support and opportunities – particularly for Small-to-Medium (SME) size enterprises; as an SME ourselves, we have benefited greatly from grant support offered by Welsh Government and Cardiff Council, as well as prospering from the various networking opportunities offered through the vibrant business community in Cardiff and beyond.

”



Richard Moss

Managing Director

Gorilla

GORILLA

Full service post-production house specialising in broadcast media and film

“ We did set up companies in London but we’ve always come back to Cardiff and this is now our main headquarters. Cardiff has a thriving media community now. I’ve got the right talent and team here, the quality of the workforce is excellent. There’s also great universities locally so new entrants are of a very high calibre.

I love living in Cardiff. I can cycle into work, I’ve got countryside on my doorstep. I can get to the beaches, get to the mountains. Cardiff has everything! You’ve got the lifestyle and the convenience and you’re not travelling all the time. It’s pretty easy to get across the city in a short amount of time and I just love it here.

”



Andrew Plain

Co-owner

Musicbox Studios



Professional recording and rehearsal studios

“

Cardiff's music scene has always been as much a community as it is an industry and we'd like to think we've been a contributory part in the 23 years that Musicbox has been going. The city can boast some incredible national and international successes but most importantly for us is the grassroots activity that goes on every day all over the city. Our staff are all in bands and bring first-hand experience and expertise and this can be seen across all the music based businesses that are actively supporting each other.

The music scene in the city is as vibrant as we have ever seen but it faces challenges which many wonderful people have stepped up to tackle head on. This shows the passion the city has for music. The recent Cardiff Music Strategy report is something we're keen to embrace and look forward to taking an active role in assisting its implementation. This will hopefully boost the economic value of music to the city and facilitate further growth. This is a crucial turning point and one which we can hopefully play a small part in steering in a direction that secures its future and gives it the status it deserves.

”



Anton Faulconbridge

CEO

Rantmedia



Specialist digital studio delivering innovative mobile apps

“

One of the secrets of unlocking creativity - whether that's in design or in software development - is being able to have the mental and emotional bandwidth to innovate and do great work. Cardiff helps! It's a friendly city with fantastic green spaces and a big city confidence inside a small city, where you can be in complete countryside within 15 minutes.

Since 2003 (when Rantmedia was founded) things have changed significantly in the city. Creative and digital sectors have seen tremendous growth and that has helped us grow too. We're now recognised as one of the top mobile app specialist digital studios in the UK and work with global brands as diverse as Jaguar Land Rover, NHS, Project AWARE and the BBC on products that have been featured by Apple countless times.

Cardiff is a fantastic place to do business. It really feels like creativity is part of the DNA of the city, with an amazing array of different companies doing globally significant work. We work with partners all over the world, and Cardiff always receives a lot of love from so many of the people we talk to.

”



Neil Macomish

Main Director

Scott Brownrigg Architects

**SCOTT
BROWNRIGG**

International design practice specialising in architecture, masterplanning, urbanism and interior design

“ We employ over 300 people across the globe with offices in London, New York, Singapore, Amsterdam and Edinburgh, but Cardiff is one of our principal studios being responsible for the design of the Cardiff Ice Arena, 3 Assembly Square and Cardiff Pointe, the only scheme outside of London to win an Insider Housing Award for best urban architecture.

Cardiff as a city is vibrant and dynamic – it has that feel of being youthful, progressive with a keen sense of the creative. The green lung that ties all the urban fabric together is unique, a fabric that is contemporary but laced with a significant cultural heritage.

The wealth of talent that resides here is impressive. Our industry relies on fresh ideas and in Cardiff we've found a wide and diverse range of people and an exciting cultural mix that makes our output that much richer in design terms. With one of the top Schools of Architecture at Cardiff University on our doorstep, we're able to attract the highest quality graduates.

”



Richard Theo

CEO

Wealthify



Online investment service

“ Aviva-backed fintech business, Wealthify is a simple, jargon-free investment service that aims to help anyone start investing and make their money work harder.

Cardiff is already a hotspot of FinTech success and is uniquely placed to become the leading FinTech centre outside London. It is a fantastic place to do business, benefiting from a strong work ethic and entrepreneurial culture, low operating costs, excellent connectivity and a great lifestyle. It's already home to a wide range of accelerators and incubators, and a phenomenal network of Tech, FinTech and Financial Services businesses to help mentor and partner with.

Proximity to London has become less of an advantage to businesses, even start-ups, than it was, thanks to the constant wave of innovation helping organisations expand and thrive through digital collaboration. However, London is still just a two hour train journey away for when a face to face meeting is essential.

Regions like South Wales offer a plethora of advantages in terms of cost of living, quality of life, health and travel – all of which are becoming increasingly valuable assets for a modern workplace that wants to attract the best talent.

”

“ Put Cardiff on your shortlist. Our city has a lot to offer you! ”

”





WE'RE WELL CONNECTED

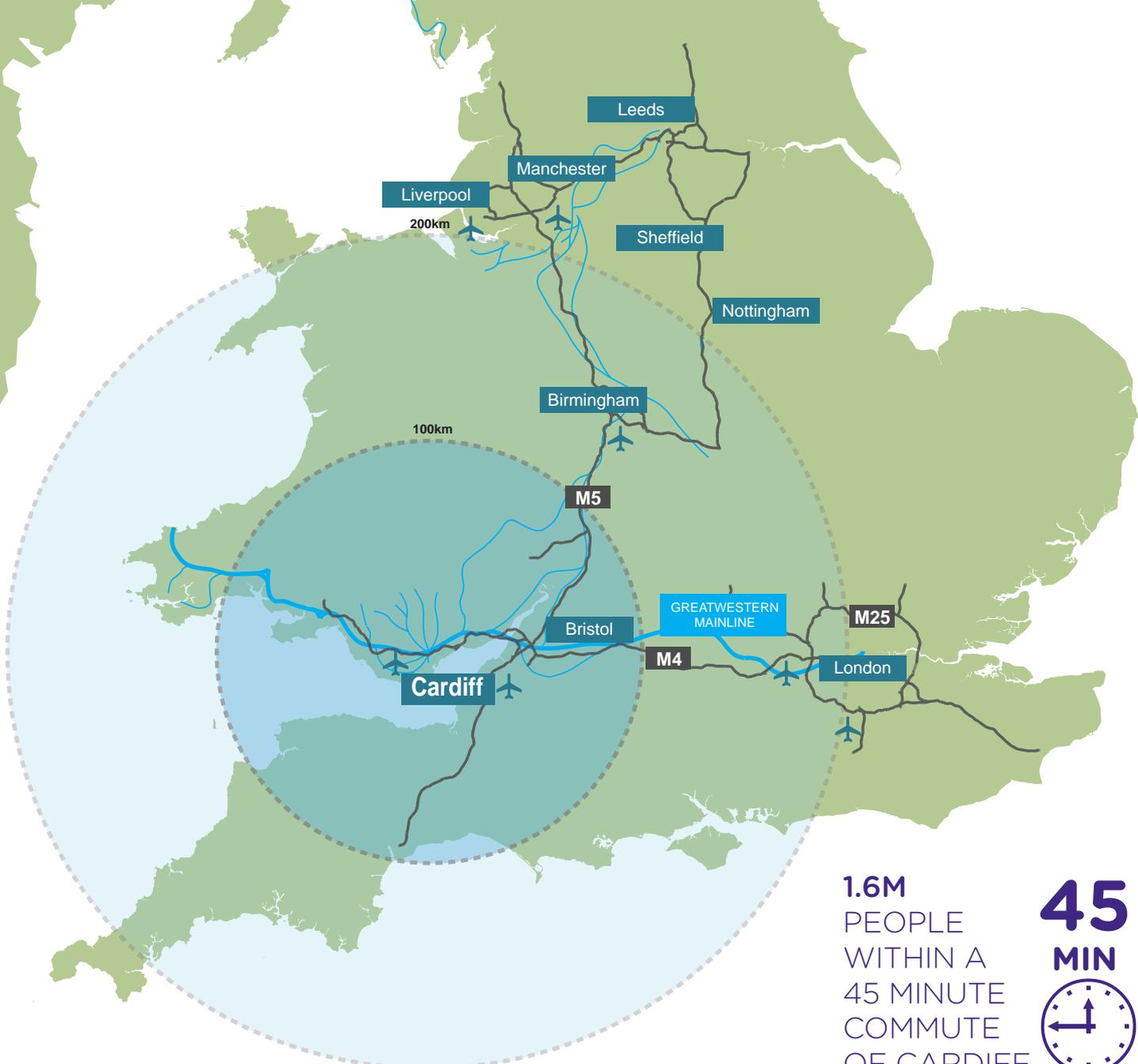
“

An excellent
location for
business.

”

“
 Closest
 Capital City
 to London.
 ”

Less than two hours from London, with excellent transport and digital infrastructure, Cardiff is one of Europe’s best connected and most competitive destinations.



1.6M
 PEOPLE
 WITHIN A
 45 MINUTE
 COMMUTE
 OF CARDIFF



“ Over 50 direct flights and more than 900 connections from Cardiff Airport. ”

CARDIFF IS ONE OF THE MOST CONNECTED UK CITIES

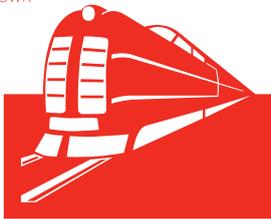


98.43% OF HOMES AND BUSINESSES HAVE ACCESS TO SUPERFAST BROADBAND

SOURCE: THINK BROADBAND

CARDIFF TO LONDON IN **105 MINUTES** POST-ELECTRIFICATION

SOURCE: GWR



4 INTERNATIONAL AIRPORTS WITHIN 140 MINUTES DRIVETIME



THE PORT OF CARDIFF CONTRIBUTES **£121 MILLION** TO THE LOCAL ECONOMY EACH YEAR

SOURCE: ASSOCIATED BRITISH PORTS



Road

Cardiff is located on the M4 motorway, linking the city to London, southern England and other cities in South Wales. Typically Heathrow Airport is easily reached in around two hours. The M50 / M5 motorways link Cardiff to the Midlands and the North of England with Birmingham just two hours away.

Rail

Cardiff has excellent train connections to the rest of the UK. Cardiff Central Station has direct twice-hourly services to central London with journey times of 1hr 45 minutes post-electrification in 2019.

Cardiff has one of the largest urban rail networks in the UK outside London, with 89 rail stations linking the city to its Capital Region. The network is currently being upgraded with £1.bn of investment to electrify rail infrastructure across South Wales bringing the Capital Region even closer. More than half of the total population of Wales will be able to commute by rail to Cardiff city centre in less than an hour. The city also has a Eurofreight terminal and is the main rail freight depot in Wales for European and world markets.

	By Road (theaa.com)	By Rail (thetrainline.com)
Central London	144 miles 2hrs 26 mins	1hr 45 post electrification 48 trains per day
Birmingham	112 miles 2hrs	2hrs 72 trains per day
Bristol	41 miles 55 mins	48 mins 72 trains per day
Manchester	183 miles 3hrs 26mins	3hrs 10mins 48 trains per day

Air

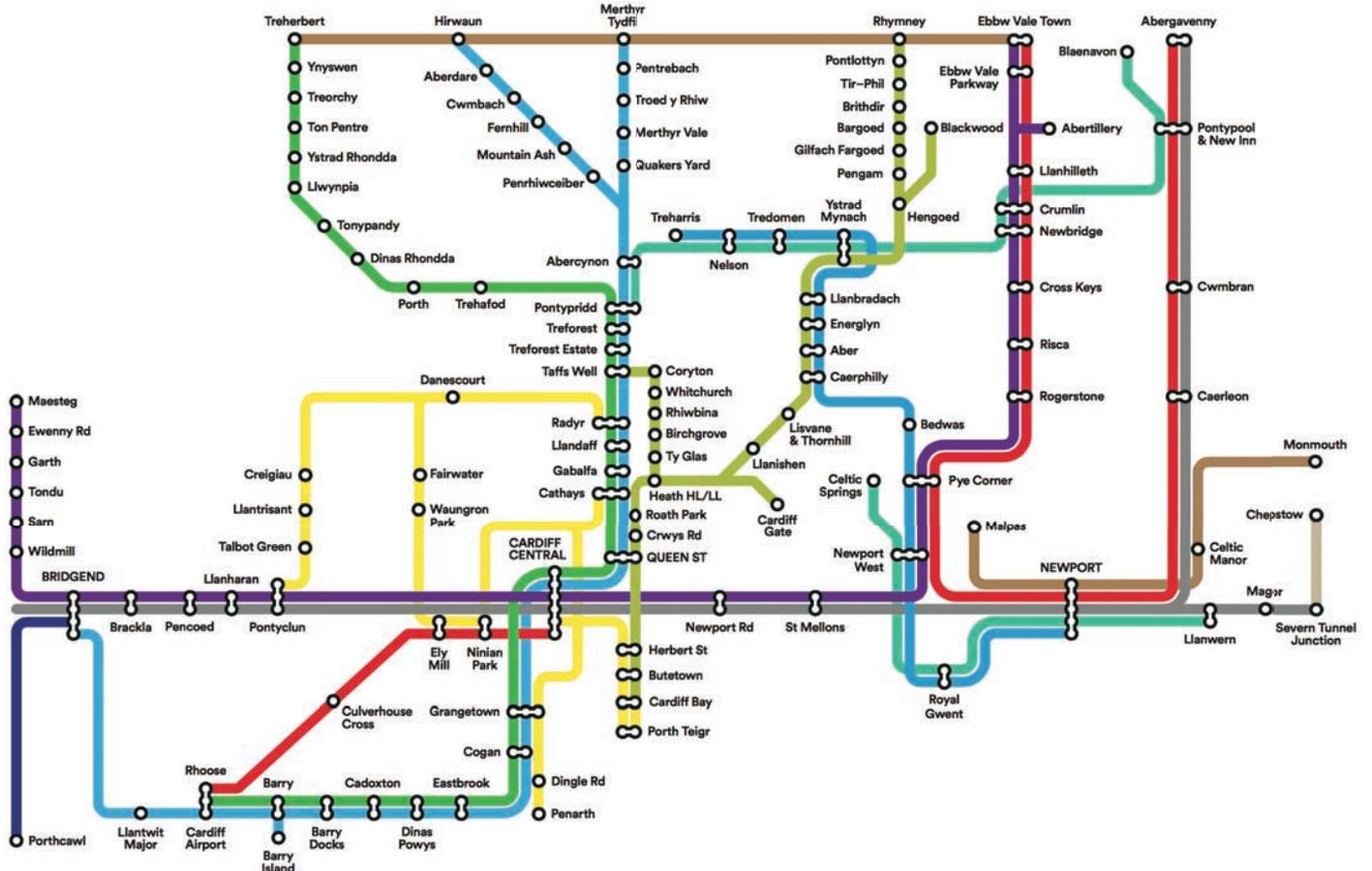
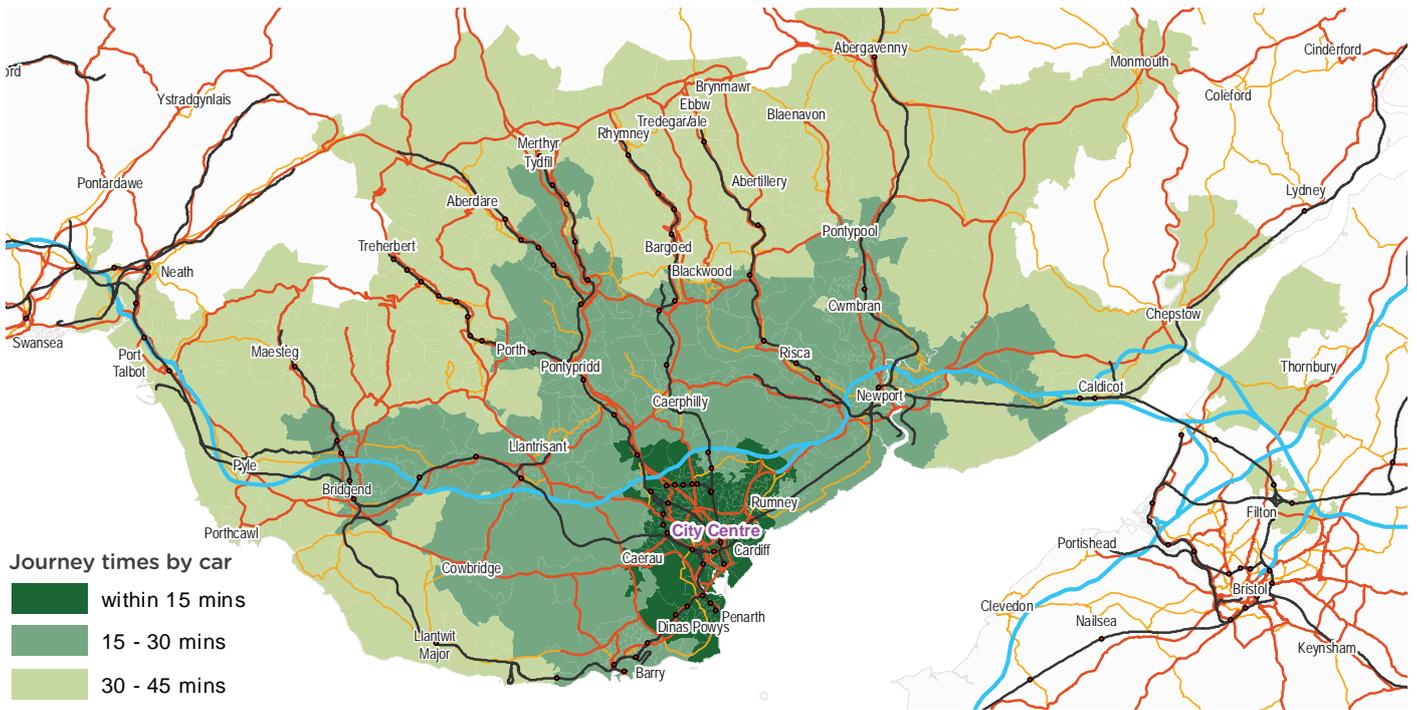
Cardiff Airport, just 12 miles from the city centre, has over 50 direct flights to cities across the UK, Europe and to Doha, with more than 900 connections to destinations across the globe through regular scheduled flights via Schiphol.

Within a 140 minute drive time are Bristol, Birmingham and Heathrow Airports, all within easy reach.



Port of Cardiff

The Port of Cardiff has expertise in the handling of containers, steel, forest products, and bulk cargoes. With good connections to the rail network, and within easy reach of the M4 motorway, the port handles around 1.7 million tonnes annually, supplying customers with specialist storage solutions and dedicated handling equipment.



“ £1 billion investment underway to improve the Metro network. ”

LET US HELP YOU GROW

Our experienced inward investment team can assist you with your plans to do business in Cardiff by providing a single point of contact for all your queries about our city. We will ensure you are offered the very best the region has to offer.

CARDIFF CAPITAL REGION POPULATION

1.5 MILLION



BUSINESS
FRIENDLY
DEVOLVED
GOVERNMENT



CARDIFF IS
RANKED TOP
UK CORE CITY
FOR INVESTOR
APPEAL

SOURCE: COLLIERS INTERNATIONAL
SEARCH FOR VALUE & REGIONAL
RELATIVITY, WINTER 2017



We will work with you to make your move to the city as stress free as possible by offering you a bespoke business support package which could include:

- A dedicated inward investment account manager assigned to you throughout the process and beyond offering continued aftercare to help you first establish and then grow your business in Cardiff
- Bespoke in-depth research including cost comparisons and benchmarking against other investment propositions to support your business case
- Conducting your property search, providing introductions to our commercial property partners and advising on costs and potential locations
- Advice and assistance with identifying financial support
- Assistance with training and staff recruitment
- Organisation of familiarisation visits for key staff
- Introductions to local business networks, R & D centres and Universities
- Access to relevant local authority statutory services such as planning and business rates

Access to finance

As parts of Cardiff benefit from Assisted Area status discretionary financial support is potentially available for businesses, depending on location within the city and the size of business i.e. the number of staff employed.

A number of financial institutions in Cardiff, including Development Bank of Wales offer commercial finance in the form of loans from £1,000 - £5 million, equity investment from £50,000 to £5 million for established businesses, equity investment for early stage and mature technology-based businesses, co-investment alongside banks, crowd funders, grants, investors and other lenders.

Funding for innovative creative businesses may also be available from Clwster Creadigol an ambitious new initiative which involves a wide range of creative industry partners across South Wales.

All funding is discretionary and negotiable with no automatic entitlement to financial assistance.

Property Search

Unlike most cities in the UK, Cardiff has both high quality sites and Grade A office space in the ownership of the private and public sector. This includes commercial offices and land in the city centre and Enterprise Zone as well as at city edge locations such as Cardiff Gate and St Mellons.

We can also guide you through the wide range of incubation and co-working spaces available within the city which have been designed to meet the needs of creative and digital technology businesses.

Cardiff Council also has a portfolio of technology/ incubation units which can be made available to investors requiring short term accommodation prior to occupying long term premises.

Attractive rental packages and rent-free periods are an integral part of the support package available to investors in Cardiff.

Post Investment Support

Cardiff prides itself in looking after its investors. Supported by the Welsh Government, the Invest in Cardiff team provides ongoing support to our existing businesses. Every investor has a dedicated account manager who will ensure you continue to have access to financial support schemes, business networks and relevant University departments in order to ensure your investment in Cardiff remains successful.

“

We have the knowledge and the skills to help your business prosper in Cardiff and we're ready to help you.

”



Invest in Cardiff is Cardiff Council's free and impartial inward investment service

For further information, please contact

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[Invest in Cardiff](#)

Disclaimer:

The purpose of this guide is to provide information to help recipients make their own judgements about making business decisions as to whether to invest or operate in Cardiff. The guide's contents were believed, at the time it was prepared, to be reliable, but no representations or warranties, express or implied, are made or given by Cardiff Council as to the accuracy of the guide, its completeness or suitability for any purpose. In particular, none of the guide's contents should be construed as advice or solicitation to purchase or sell securities, commodities or any other forms of financial instrument. No liability is accepted by Cardiff Council for any loss or damage, whether consequential or otherwise, which may arise out of or in connection with this guide.





Image credit: @anteaphotography



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