



# CARDIFF

## INVESTMENT PROSPECTUS



“Cardiff was the obvious place for us to invest in as we’ve grown. The people are skilled and motivated and it’s a really easy place to get into and around. It’s a fantastic UK city.”

Monzo Bank





# CARDIFF



**INVESTMENT PIPELINE**  
£10 BILLION



**SKILLS**  
OVER HALF THE WORKFORCE  
QUALIFIED TO DEGREE LEVEL



**INFRASTRUCTURE**  
£1 BILLION METRO INVESTMENT



**TALENT**  
RANKED HIGHEST UK CORE  
CITY IN THE GLOBAL TALENT  
COMPETITIVENESS INDEX 2021



**QUALITY OF LIFE**  
RANKED NO.1 UK CORE CITY



**COMPETITIVE**  
TOP RANKED CITY FOR  
INVESTOR APPEAL







# Our region has an exciting future with £10 billion worth of investment in the pipeline.

## Foreword

There has never been a more exciting time to invest in Cardiff.

We are currently attracting more investment than previous times creating jobs, opportunities and building new homes.

Our city benefits from working collaboratively to drive economic change, improved digital and physical connectivity, improved skills and educational opportunities, and regeneration across the region.

We're home to a wide variety of businesses and industries and we want to build on that with aspirations to become the most business-friendly city in the UK.

We excel in key industries, such as digital and creative, we're home to a world-leading compound semiconductor cluster and we boast a leisure and culture offer that draws in visitors from all over the world.

With £10 billion worth of schemes in the pipeline, there are multiple opportunities for investors to become involved, and for future end users to influence the type of buildings they want to see in the city.

This prospectus showcases some of the major investment opportunities being led by Invest in Cardiff that are happening right now or are planned, and for which investors are being sought.

**We invite you to be part of this success!**



*Huw Thomas*

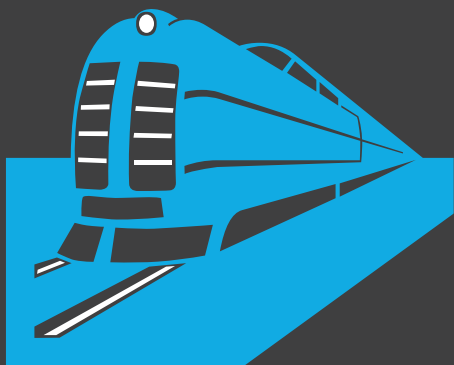
**Cllr Huw Thomas**  
Leader, Cardiff Council





# WHERE IS CARDIFF

**1.6M** —  
PEOPLE WITHIN A  
**45 MIN** COMMUTE  
OF CARDIFF



CARDIFF TO LONDON IN  
**106 MINUTES**

SOURCE: TRAINLINE

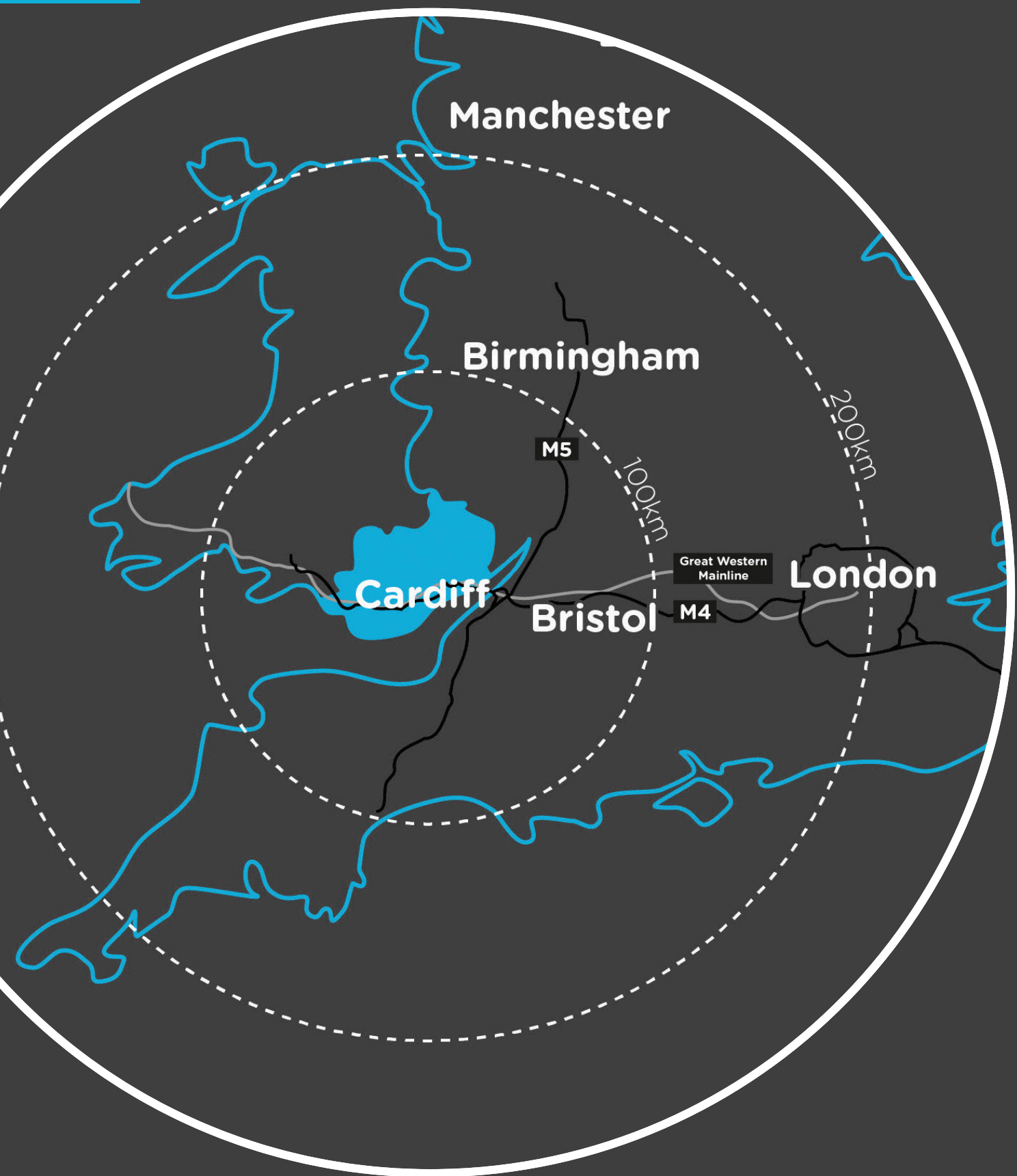


“Our strategic location is highly beneficial to us. Located close to the port and positioned on the M4 corridor we have excellent access to key suppliers and markets.”

CELSA UK



F?





# STRENGTHS

Cardiff has experienced jobs growth over 20% in the past decade, with visitor numbers growing by 50%.


Over this same period we saw huge investment in the city and city-region's transport infrastructure supporting further growth in the Cardiff Capital Region economy.

- **Talent**  
Ranked highest UK Core City in the Global Talent Competitiveness Index 2021
- **Skills**  
Highly skilled, adaptable and dependable workforce
- **Infrastructure**  
A strategically strong location, with excellent access
- **Quality of Life**  
Consistently recognised as one of the best cities to live, work and play in
- **Competitive**  
Low operating costs in comparison to other UK major cities



THE CARDIFF CAPITAL REGION  
ACCOUNTS FOR **OVER 55%** OF  
WALES' TOTAL ECONOMIC OUTPUT



An aerial photograph of Cardiff, Wales, showing a dense urban landscape with a mix of modern glass skyscrapers and traditional red-brick buildings. The city is situated along a river, with green spaces and parks interspersed among the buildings. The overall scene depicts a vibrant, growing metropolitan area.

“ 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. ”

NATASHA HALE

Chief Operating Officer, Bad Wolf

## As the primary economic hub for South Wales, the influence of Cardiff reaches well beyond its boundaries.

100,000 people, almost a third of the workforce, commute into the city each day which demonstrates the important economic and social role Cardiff plays in relation to the wider region.

Pre-pandemic Cardiff had developed to become the sixth biggest retail centre in the UK, attracting over 20 million visitors a year and bringing £1 billion to the local economy.

The influence of the city is also growing as it becomes increasingly well connected. There are currently 1.6 million people living within a 45 minute commute of Cardiff. Connectivity has been boosted by the electrification of the Great Western Main Line, cutting travel time to London to 106 minutes.

The recent removal of tolls from the Prince of Wales Bridge (Second Severn Crossing) is anticipated to increase travel between South Wales and South West England and bring a £1 billion boost to the Welsh economy.

### Investment of £1.3 billion has been committed

The importance of linking Cardiff to the wider Welsh economy has been recognised with the establishment of the Cardiff Capital Region in 2016. The deal covers 10 local authorities in South East Wales, and aims to boost economic growth throughout the region. Investment of £1.3 billion has been committed by local and national government, with over £1 billion of investment to fund the Metro network for South East Wales.

# SKILLS

To compete well in today's global economy you need confidence in a highly skilled, adaptable and dependable workforce. In our region we have a youthful workforce with diverse skills, talent, motivation and loyalty.

With 69% of the population of Cardiff of working age, and access to almost one million people of working age within the city's Capital Region, our workforce scores highly on a number of key indicators – education levels are exceptionally high, labour costs are more competitive than many other UK core cities and our workforce is younger than the UK average with a much higher percentage of workers between the age of 20-34.

Cardiff benefits from one of the greatest proportions of graduates in the workforce of any UK city with 55% of the workforce having a qualification at NVQ4+ or above, and more than a third of the city's graduates choose to stay and work in Cardiff in the long term.

RANKED  
**HIGHEST UK  
CORE CITY**  
IN THE **GLOBAL TALENT  
COMPETITIVENESS  
INDEX 2021**



**21%**  
OF THE CARDIFF  
WORKFORCE IS  
**EMPLOYED IN  
DIGITAL TECH**



SOURCE: TECH 2020

For more than 200 years Cardiff has welcomed workers from across the globe. Today the city is home to over one hundred different nationalities, with a broad range of language skills.

Cardiff is also a popular destination for international students, with over a quarter of its students hailing from outside the UK, and companies based in the city have a good experience of recruiting workers with a range of language skills.

**75,000** STUDENTS  
IN THE WIDER CAPITAL  
REGION



SOURCE: CARDIFF CAPITAL REGION



“ The enthusiasm of the staff, the skill set that we’ve got here and also the loyalty to the brand and loyalty to each other makes Cardiff an exceptional site. The quality of the workforce is excellent and I think sometimes we’re spoilt for choice. ”

CLAIRE EDINGTON

Head of Customer Client Operations for LGIM  
and Cardiff Location Director, Legal & General PLC

A woman with dark skin and curly hair, wearing a white lab coat and blue nitrile gloves, is focused on using a pipette in a laboratory. She has safety glasses perched on her head. The background is a blurred laboratory environment with various pieces of equipment.

Home of the world's first  
Compound Semiconductor cluster

# INFRASTRUCTURE

Cardiff and the surrounding region is in a strategically strong position with excellent access to the national motorway and mainline rail networks.

The £1 billion metro investment will see a significant increase in speed, capacity and frequency of the core city-region transport system.





## PORTS

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With its rich world famous history, the various ports throughout the coastline of the South East Wales region have vast 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.

THE PORT OF CARDIFF CONTRIBUTES

**£121M** 

TO THE LOCAL ECONOMY EACH YEAR

## RAIL

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Cardiff boasts 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 almost 100 rail stations.**

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.

## ROAD

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**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 the region to the Midlands and the North of England with Birmingham just two hours away.

**4 INTERNATIONAL  
AIRPORTS WITHIN  
140 MINUTES  
DRIVETIME** 

## AIR

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**Cardiff has its own airport** situated next to the Severn Estuary, which the Government acquired in 2013. The airport boasts a long runway, capable of taking the A380 jet, offers an “over water” approach and is the base for BA’s long-haul aircraft maintenance facility.

As a globally connected investor ready region, we have an accessible, thriving international airport operating as a “**Gateway to Wales**”, hosting major carriers and serving the major global business and tourist destinations.

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

**Significant investment is ongoing to improve airport access, infrastructure and route development** and these must continue to ensure an international gateway into the Region along with encouraging the airport to develop its commercial propositions to airlines serving major business destinations.



# QUALITY OF LIFE

Quality of life is one of the big competitive advantages of Cardiff and the surrounding Region. Cardiff is consistently recognised as one of the best cities to live in by residents and in the EU Quality of Life in European Cities survey Cardiff was voted the number 1 UK Core City for quality of life.

The survey also ranked Cardiff as:

- Best quality of life of any UK Core City
- Top UK city for cultural facilities
- Top UK city in terms of quality of public space and top 10 in Europe, with more green space per person than any other UK core city
- Top UK city for retail and 5th best in Europe
- 2nd best UK city for sports facilities

CARDIFF IS **ONE OF THE TOP 10 BEST PLACES TO LIVE IN THE UK**

SOURCE: EXPACTICA 2021



CARDIFF VOTED IN **TOP 10 BEST CITIES** IN THE UK FOR NIGHTLIFE, RESTAURANTS AND FRIENDLINESS

SOURCE: CONDE NAST TRAVELLER 2021



**97%** OF CARDIFF RESIDENTS ARE SATISFIED TO LIVE IN CARDIFF

SOURCE: EUROPEAN COMMISSION QUALITY OF LIFE IN EUROPEAN CITIES 2015





## Cardiff has it all – vibrant city life, stunning coastline and awesome mountains.

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 world-class sporting events take place such as the UEFA 2017 Champions League Final, international rugby, Ashes cricket and world heavyweight title fights.

South East Wales offers a whole range of activities from world class golf at the Celtic Manor, blue flag beaches including Barry Island, a wide selection of historical landmarks, Caerphilly Castle and national parkland.

Lovers of the arts enjoy Cardiff's rich and varied cultural life. Cardiff Bay's Millennium Centre has established itself as a world-class venue and the city is home to national institutions with international reputations including the Welsh National Opera, the BBC National Orchestra of Wales and the National Museum of Wales, Cardiff

which houses one of the finest collections of Impressionist paintings in Europe as well as hosting major touring exhibitions.

Cardiff and its region loves to party! Festival season includes numerous events including the Cardiff Summer Festival, Cardiff Comedy Festival, the International Food and Drink Festival, Pride Cymru Big Weekend, Sŵn Festival, the Festival of Voice, the National Eisteddfod of Wales as well as the famous Hay Festival in Mid Wales.

The city boasts a plethora of restaurants, bars and clubs catering to every taste and Cardiff has become a venue that the world's leading performers want to play, hosting Beyoncé, the Rolling Stones, Ed Sheeran and Coldplay.

Simply put, people love living in Cardiff and the surrounding region – a location which makes it easy to find a great work/life balance.

CARDIFF IS RANKED  
**TOP 10 UK CITY**  
FOR SHOPPING

SOURCE: WHICH 2021



**A city with a quality  
of life you'll enjoy.**

# WE'RE COMPETITIVE

Cardiff provides clear cost advantages with competitive operating costs in comparison with other major UK cities. With the security of a large and skilled workforce, the city has an extremely attractive proposition.

## PROPERTY

The last decade has seen Cardiff's city centre transformed with a steady supply of high quality office and retail development. Significant new developments include the Capital Quarter and the prestigious Central Square with the new BBC HQ located at its heart.

Commercial property costs in Cardiff are around 40% of that in London with city centre grade A rents among the lowest of the Core Cities at £25psf.

**Cardiff is a low risk,  
high reward location.**

Unlike most cities in the UK, Cardiff has high quality sites and grade A office space in the ownership of the private and public sector, both in the city centre and at city edge locations such as Cardiff Gate and St Mellons where plans for a new Parkway Metro station are underway.

BUSINESS  
FRIENDLY  
DEVOLVED  
GOVERNMENT



## SALARIES

Our workforce is distinctly younger than the UK average, well-educated and diverse, supported by three highly regarded universities. Salary costs across the region are very competitive.

### GRADUATE SALARIES BY CITY

Glasgow	£32,500
Edinburgh	£32,143
London	£29,000
Birmingham	£27,000
<b>Cardiff</b>	<b>£25,959</b>

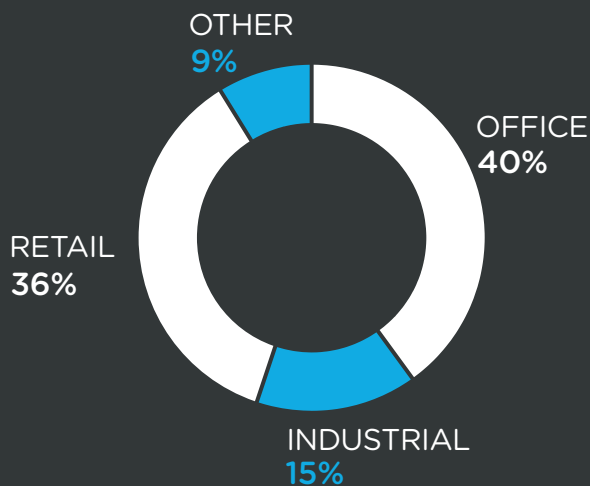
SOURCE: CW Jobs 2021



“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 1,900 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.”

GARETH POWELL  
CHIEF OPERATING OFFICER, BBC CYMRU WALES

## INVESTMENT BY SECTOR

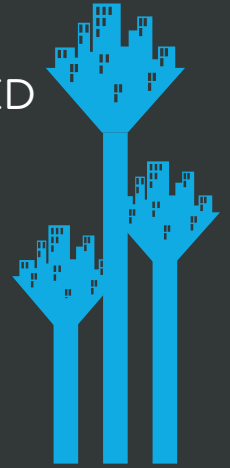


SOURCE: CALDER KING MARKET MONITOR CARDIFF 2020

**52%** OF THE WORKFORCE ARE EMPLOYED IN PROFESSIONAL, TECHNICAL OR MANAGERIAL OCCUPATIONS

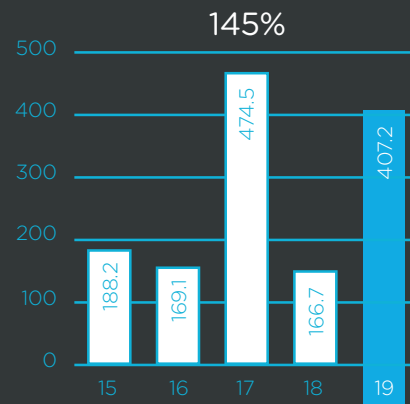


CARDIFF IS RANKED **7TH BEST CITY IN BRITAIN** FOR BUSINESS AHEAD OF BIRMINGHAM, LIVERPOOL, NEWCASTLE AND NOTTINGHAM



SOURCE: MANAGEMENT TODAY 2019

## VALUE OF INVESTMENT TRANSACTIONS £MS



SOURCE: ALDER KING MARKET MONITOR CARDIFF 2020

CARDIFF WAS THE **ONLY UK MARKET** TO EXPERIENCE A QUARTER-ON-QUARTER **INCREASE IN OFFICE TAKE-UP** IN Q2 2020

SOURCE: CUSHMAN AND WAKEFIELD CARDIFF Q2 2020



**5.2%** VACANCY RATE

**25,351 SQ FT** TAKE-UP

**£25.00 PSF** PRIME RENT



# Metro

In the next few years we have a significant amount of construction, engineering, and infrastructure work to do to upgrade our rail network so that it's ready for Metro.

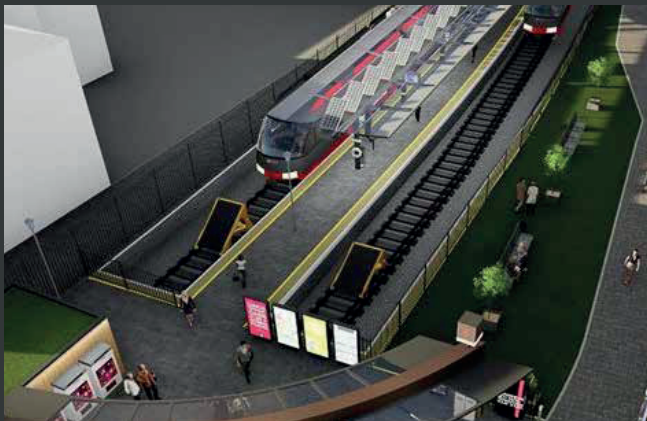
Together with our partners, we'll be:

- Installing overhead line equipment (OLE) to power our new electrically powered tram-trains
- Electrifying over 170km of track
- Installing state-of-the-art signalling
- Building new stations in and around Cardiff
- Modifying bridges, level crossings and signalling equipment
- Constructing a new £100m depot and Metro control centre



As well as faster, more frequent and better journeys for passengers, there will also be benefits for the communities who live alongside Metro.





## ENVIRONMENTAL BENEFITS

The brand-new electric tram trains for Metro are quieter and produce far less CO2 than the existing trains. They're also quieter for both those onboard the train and those living and working close by. Plus, having a more reliable public transport service means that fewer people will have to use their cars, creating a more sustainable Cardiff Capital Region.

## METRO CENTRAL

The Metro project, together with the UK Government, Welsh Government, Network Rail and Cardiff Council is developing and implementing plans to enhance Cardiff Central Station. The project is also working on Cardiff's new multi-modal transport interchange encompassing an improved Cardiff Central Station and brand-new Cardiff bus interchange as well as on-street bus stops, taxi, active travel provision and the Cardiff Bay link.

## HOW WE WILL CONTINUE TO DEVELOP METRO

Working alongside Cardiff and the capital region further plans will be taken forward to upgrade and expand the South Wales Metro, whilst also continuing work on the transformation of the Core Valleys Lines.

Looking ahead at the South Wales Metro there are a number of emerging priority projects we're keen to take forward and research in more detail through business cases and scheme developments, in partnership with the region and local authorities. More information on how we're developing Metro can be found at: [trc.cymru/metrobegin](http://trc.cymru/metrobegin)



# HOUSING OFFERING

In Wales, we have an ambitious target of delivering 20,000 new low carbon homes for rent in the social sector this Government term (2021-2026). Building warm and affordable homes, in the right places, is a key priority for Welsh Government. Our commitment to delivering against this target is backed by significant funding allocations. We are keen to diversify the market and promote modern methods of construction (MMC) and innovation to help meet our housing needs sustainably.

We believe that new innovative MMC design and delivery methods can help us build the homes we need faster, more efficiently and in a way that is good for the environment and people. Our policies seek to identify the opportunities to deliver the next generation of social housing in Wales using innovative, low carbon, off-site manufacturing solutions.

We have introduced a number of interventions to stimulate the housing market and encourage alternative methods for housing delivery. Now is an ideal opportunity for new entrants to work with us and our academic and commercial housing delivery partners to introduce low carbon technologies into the next generation of homes.



THE AVERAGE PRICE OF PROPERTY  
IN CARDIFF IS **£258,382** SOURCE: ZOOPLA 2021





**Cardiff Council is delivering an exciting and ambitious house building programme capable of delivering at least 4,000 new homes across the city.**



This award winning programme is currently the largest council housing build programme in Wales and represents an investment of over £850 million that will deliver both enhanced and new communities where people are proud to live.

Our programme doesn't just deliver quality homes, access to services and a healthy local economy is essential for safe and strong communities. Many of our new build projects include mixed use buildings providing state of the art and sustainable spaces helping us to invest where it is most needed.

Delivering new homes at scale and pace directly complements the Welsh Governments house building targets and we are passionate about delivering low-carbon homes, adopting a range of methods including Modular, MMC and Passivhaus. In doing so we are harnessing renewable technologies and deliver a fabric first approach. Minimising the carbon impact of our schemes and ensuring our new homes remain affordable to power and heat.

## **HOUSING INVESTMENT FUND**

Across the city-region over £1bn is being invested in the transport infrastructure that will unlock future development sites, including strategic residential sites, across the Cardiff Capital Region. To support the development of emerging residential sites, a Housing Investment Fund that will deliver up to £60m of investment is being established to enable investment in housing across the Cardiff Capital Region.

**£60M TOTAL INVESTMENT TARGET**

NEW STATE OF THE ART  
FOSTER + PARTNERS



DESIGNED **BBC CYMRU**  
**WALES BROADCAST CENTRE**

**69%**

OF THE POPULATION  
OF CARDIFF ARE OF

**WORKING AGE**



**20+ MILLION**



VISITORS ANNUALLY  
TO CARDIFF SPENDING  
£1 BILLION

SOURCE: DELOITTE 2017

**2.19  
MILLION**



VISITORS STAYING OVERNIGHT  
IN CARDIFF IN 2019

SOURCE: GTS-STEAM SUMMARY 2019, VISIT CARDIFF

**CARDIFF HAS A BIG  
YOUTH POPULATION**

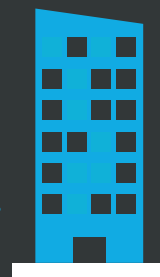
CARDIFF POPULATION BY AGE GROUP

0-14	202,538
15-29	234,677
30-44	214,293
45-59	222,598
60-74	178,161
75+	93,317

SOURCE: INVESTMENT MONITOR 2020

CARDIFF RANKED **UK  
CORE  
CITY**  
**NO.3**

AS A HOT SPOT FOR  
**HOTEL DEVELOPMENT  
AND ACQUISITION**



CARDIFF UNIVERSITY  
IS RANKED

**2ND** IN THE  
**UK**



IN TERMS OF THE  
IMPACT OF ITS RESEARCH

**98.5%** OF HOMES  
AND BUSINESSES  
HAVE ACCESS  
TO **SUPERFAST  
BROADBAND**

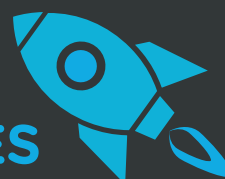


**15%** OF ALL ENTERPRISES  
IN CARDIFF ARE IN THE  
CREATIVE INDUSTRIES.  
UK AVERAGE IS 11%



SOURCE: CLWSTWR CREATIVE INDUSTRIES REPORT NO. 1 MAY 2020

MORE THAN  
**50,000**  
**ENTERPRISES**  
**BASED IN REGION**



**University  
of South  
Wales**

IS THE  
**BEST**  
UNIVERSITY  
FOR CYBER  
EDUCATION  
IN THE UK

SOURCE: NATIONAL CYBER AWARDS 2019



**55%** OF THE  
WORKFORCE IN  
CARDIFF IS QUALIFIED  
TO **DEGREE LEVEL**  
(NVQ4+)



WALES IS HOME TO  
THE **UK'S FIRST  
DEVELOPMENT  
BANK** INVESTING  
**£1.2 BILLION** INTO THE  
WELSH ECONOMY



EUROPE'S **LARGEST  
DATA CENTRE** IS  
LOCATED IN CARDIFF

SOURCE: VINTAGE DATA CENTERS



**MORE  
GREEN  
SPACE** PER PERSON  
THAN ANY OTHER UK  
CORE CITY

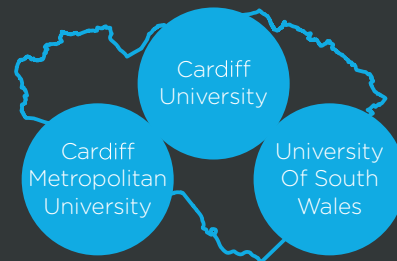


UNDERGRADUATES  
ENROLLED ON CREATIVE  
AND MEDIA COURSES IN  
CARDIFF

**35%** OF GRADUATES  
ARE STILL IN WALES  
**10 YEARS**  
AFTER GRADUATION



CARDIFF AND ITS  
CAPITAL REGION IS  
ONE OF THE UK'S  
**FINTECH CLUSTERS**  
WHICH SHOWED GREAT  
POTENTIAL FOR GROWTH



**THREE UNIVERSITIES**  
BASED IN CARDIFF

SOURCE: KALIFA REVIEW OF UK FINTECH 2021

**BUSINESS READY INFRASTRUCTURE**  
AT CARDIFF AIRPORT & ST ATHAN ENTERPRISE ZONE



CARDIFF'S OWN  
INTERNET EXCHANGE  
**IXCARDIFF**

HAS THE **SECOND LARGEST**  
NUMBER OF CUSTOMERS  
CONNECTED OUTSIDE OF LONDON



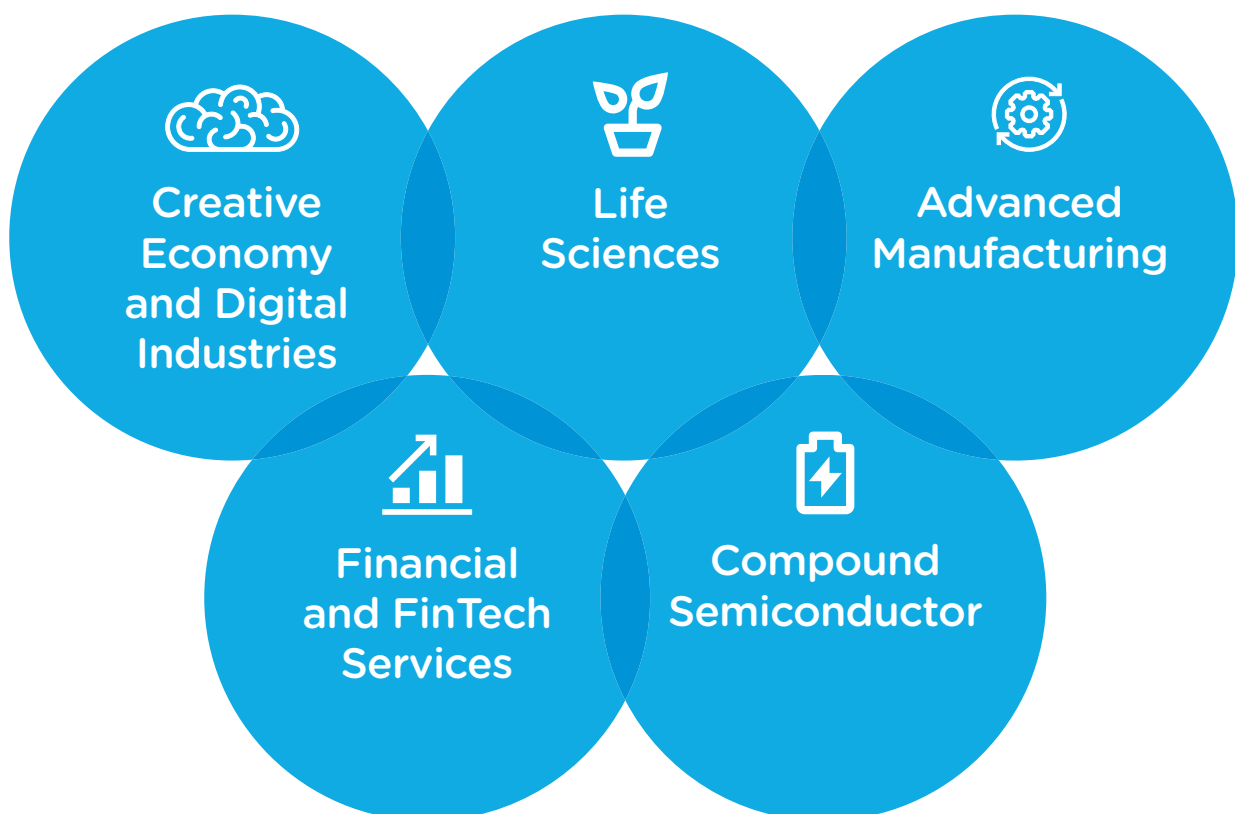
# A STRONG ECOSYSTEM

**Cardiff's diverse economy is among the most competitive of the UK Core Cities.**

The heavy industry of the past has given way to flourishing service and knowledge-driven sectors and the Region has developed a well-earned reputation for having a deep talent pool strongly supported by high performing universities.

**Multi-talented, multi-lingual, young, enthusiastic and future-focused.**

Today, around 211,000 people are employed in Cardiff and over 630,000 in the wider Capital Region. The key sectors in the city with both significant clusters of activity and capacity for growth include:





## A selection of businesses who have chosen Cardiff to be their home:

DOW

RENISHAW

IQE

NEXPERIA

ASTON MARTIN

DELOITTE

EVERSHEDS  
SUTHERLAND

HANDLESBANKEN

KPMG

LEGAL & GENERAL

METRO BANK

MONZO

PWC

ZURICH

BAD WOLF

BBC CYMRU WALES

ITV

TIDY PRODUCTIONS

WILDFLAME  
PRODUCTIONS UK

BBI SOLUTIONS

CYTIVA

GENESIS  
BIOSCIENCES

GYRUS MEDICAL

ORTHO CLINICAL  
DIAGNOSTICS

AIRBUS

BCB INTERNATIONAL

BRITISH AIRWAYS

CELSA

GE AVIATION

HARRIS PYE

PANASONIC

ROYAL MINT

TEMA ENGINEERING

ZEON CHEMICALS

ADMIRAL

CELSA STEEL

STARLING BANK

GREAT POINT MEDIA

EUROCLAD



# 17,000

EMPLOYED IN LIFE  
SCIENCES

MORE THAN

# 10,000



PEOPLE EMPLOYED IN  
**CREATIVE INDUSTRIES IN  
CARDIFF**

# 70,000



EMPLOYED IN  
MANUFACTURING IN  
CARDIFF CAPITAL REGION

# 67,157



EMPLOYED IN  
FINANCIAL AND  
PROFESSIONAL  
SERVICES IN CARDIFF  
CAPITAL REGION

SOURCE: DELOITTE 2017



MORE THAN

# 50,000

ENTERPRISES  
BASED IN  
**CARDIFF CAPITAL REGION**

# 2,435



ADVANCED MANUFACTURING  
COMPANIES BASED IN  
**CARDIFF CAPITAL REGION**

# 3,000



CREATIVE  
BUSINESSES  
**IN CARDIFF**

# **£10 BILLION WORTH OF INVESTMENT OPPORTUNITIES**











# ATLANTIC WHARF

## PROJECT PROMOTERS

Cardiff Council

## SCALE

£500 million GDV

## SECTOR

Leisure-led Mixed Use

– Residential, Hotel, Retail, Leisure

## LOCATION

Cardiff Bay

## PLANNING STATUS

Planning submission due to be determined March 2022

The Atlantic Wharf project is a leisure-led mixed use scheme of 30 acres that includes a new 17,000 capacity indoor arena and mixed use commercial space. The site is located within Cardiff Bay with direct connections into the city centre and in close proximity to Cardiff Bay amenities, shops and attractions.

The area remains the gateway to Cardiff Bay, located at the end of both Lloyd George Avenue, the main road that connects the city centre to the Bay, and the city centre rail link.

The Council's ambition is to create a unique destination for Cardiff Bay that complements the existing facilities; a place where people come together to be entertained, to shop and relax. Hotel and residential apartments will sit comfortably alongside the development helping to make this a truly mixed use offer.

The development will become the focus of a new Metro stop located directly outside the main entrance to the new plaza, which engages with new pedestrian and cycle links connecting the existing Bute East Dock with the Bay.

The new indoor arena will provide the catalyst for the regeneration of the area providing an entertainment destination within the city that attracts high quality events and increases footfall in an already popular visitor area.







# CANAL QUARTER

## PROJECT PROMOTERS

Cardiff Council

## SCALE

£500m GDV

## SECTOR

Offices, Residential, Retail, Leisure

## LOCATION

Central Cardiff

## PLANNING STATUS

Masterplan developed and Phase 1 underway

The Canal Quarter area represents around a quarter of the Cardiff city centre and has the potential to develop into a new destination in its own right, characterised by a re-engagement with the city's historic waterways, as the old canal areas are revealed.

The development framework sets out an ambition for the delivery of a high density mixed use development providing new homes, offices and retail spaces set within a network of pedestrian orientated environments and establishing a vibrant place to live, work and visit.

The regeneration project seeks to attract both large-scale corporate investments and smaller-scale independent developments that encourage vibrancy and authenticity through new cultural venues including space for performance and music, both indoors and outdoors.

Canal Quarter includes significant new public square providing additional high quality public space within the city centre. The square will be designed to maximise the potential of green infrastructure, and will be capable of accommodating a variety of events within the city centre.

The site is adjacent to Queen Street railway station, a leading commuting station in Cardiff serving the city and city region.

The regeneration project is at Phase 1 including the re-establishment of the Canal waterway on Churchill Way. Cardiff Council is working closely with private sector partners to deliver and regenerate a new vibrant district for the city.







# CAPITAL QUARTER

## PROJECT PROMOTERS

JR Smart

## SCALE

£500 million GDV

## SECTOR

Office Led Mixed Use Development

## LOCATION

Central Cardiff

## PLANNING STATUS

Outline planning permission granted for over 1 million sq ft of mixed use development

Capital Quarter is located in the heart of Cardiff city centre in close proximity to both Central railway train station and Queen Street railway station and within walking distance of all the city centre facilities and attractions.

Capital Quarter is 10 acre mixed use city centre development with outline planning for over 1,025,000 ft<sup>2</sup> of development to include offices, hotels, student housing and education uses.

With over 350,000 ft<sup>2</sup> of Grade A office space already developed and let along with high quality student accommodation now completed, the next phase of Capital Quarter includes John Street with over 100,000 ft<sup>2</sup> of Grade A office under construction with planning for an additional 200,000 ft<sup>2</sup> on the site.

Current tenants within the Capital Quarter community already includes Admiral Insurance, Sky, Development Bank of Wales, The Home Office, Network Rail, NHS Wales and Which?.







# CALLAGHAN SQUARE

## PROJECT PROMOTERS

Welsh Government

## SCALE

£100 million GDV

## SECTOR

Grade A Office

## LOCATION

Central Cardiff

## PLANNING STATUS

Planning permission granted for 500,000 sq ft of office development

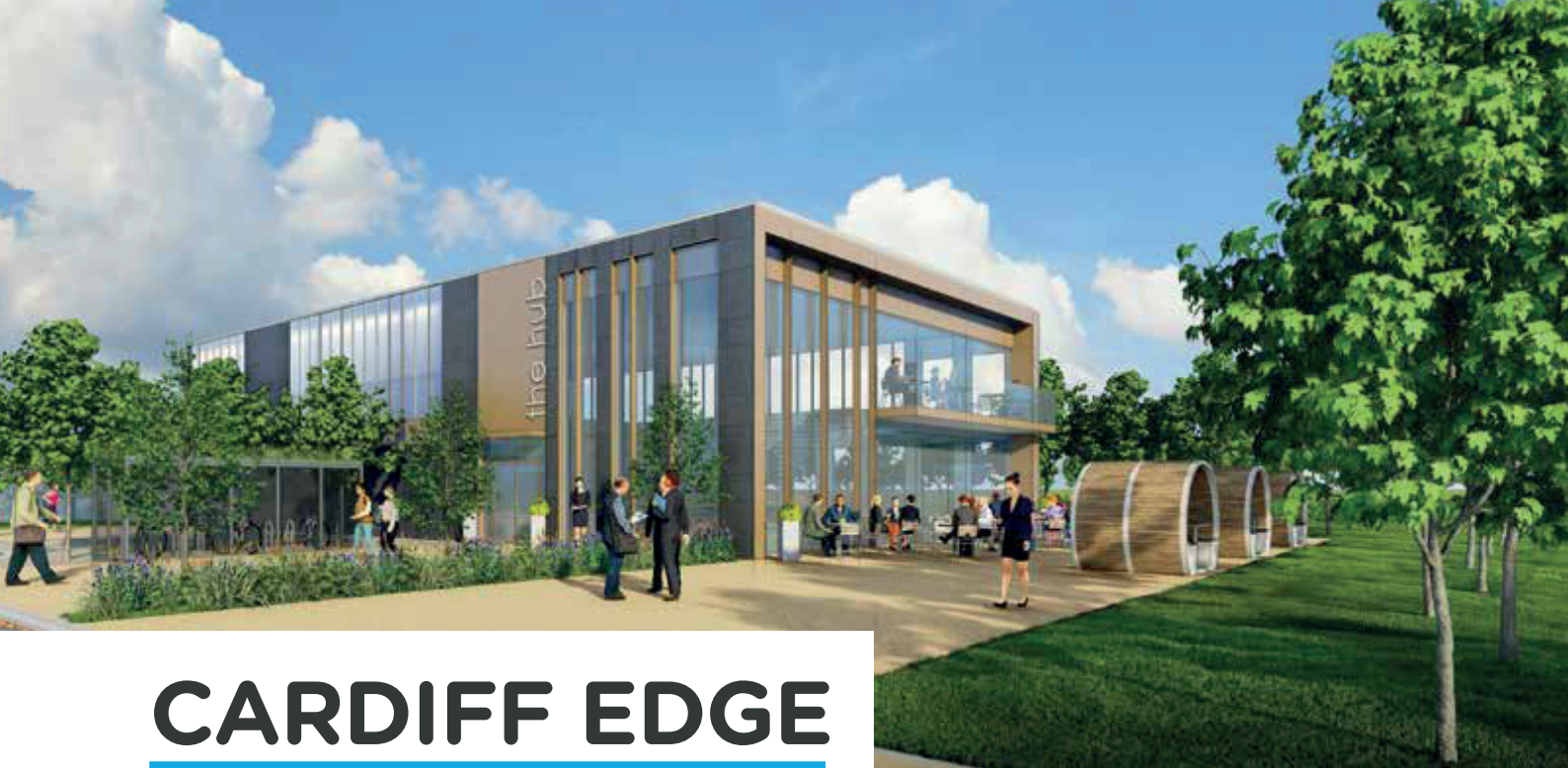
Callaghan Square occupies a prime city centre location adjacent to Cardiff Central railway and within walking distance of all the city centre facilities and attractions. The development site is around 2.5 hectares bounded to the north by the successful first phase of the Callaghan Square development and city centre retail and office areas and to the West by Cardiff Central station.

The existing Callaghan Square development provides over 300,000 ft<sup>2</sup> of Grade A office space with occupiers including Eversheds, British Gas, British Transport Police, AECOM and HSBC.

The development site at Callaghan Square South has a historical planning permission for 500,000 ft<sup>2</sup> of office development, however it is estimated that the total area has development potential of around 1.3 million ft<sup>2</sup>.

A wider project on the square is in the masterplanning stage linked with the proposed city centre – Bay Link within is proposed.





# CARDIFF EDGE

## PROJECT PROMOTERS

We are Pioneer Group' (WAPG) and 'Harrison Street Real Estate' (HSRE)

## SCALE

Cardiff Edge currently provides approximately 180,000 sq ft (16,700 m<sup>2</sup>). The intention is to increase the scale of the site by constructing a further circa 270,000 sq ft (25,000 m<sup>2</sup>)

## SECTOR

The focus of Cardiff Edge is purely on 'Life Science and Innovation' related occupiers with some ancillary uses

## LOCATION

North Cardiff

## PLANNING STATUS

Commenced with the aim for constructing new buildings ready for occupation in 2023



Cardiff Edge is owned by 'We are Pioneer Group' (WAPG) and 'Harrison Street Real Estate' (HSRE). WAPG are promoting the site on behalf of the Joint Venture. The ambition is to develop Cardiff Edge into the pre-eminent Life Science and Innovation location in South Wales.

Cardiff Edge currently provides approximately 180,000 sq ft (16,700 m<sup>2</sup>) of 'Life Science and Innovation' space comprising Laboratories, Clean Rooms, Offices, GMP and support accommodation. The intention is to increase the scale of the site by constructing a further circa 270,000 sq ft (25,000 m<sup>2</sup>) of new laboratories, offices and GMP accommodation, together with a new collaboration hub and associated car parking.

The 27 acre (11 hectare) site Cardiff Edge, is strategically located to the north of Cardiff adjacent to J32 of the M4 motorway and, within 10 minutes' walk of Radyr rail station. It has good access by foot and for cyclists wishing to use the Taff Trail which runs along the river from the City centre and continues north of the campus connecting a significant number of towns and residential locations.

The focus of Cardiff Edge is purely on 'Life Science and Innovation' related occupiers with some ancillary uses.

The planning process has commenced with the aim for constructing new buildings ready for occupation in 2023.





# CARDIFF PARKWAY

## PROJECT PROMOTERS

Cardiff Parkway Developments  
Limited  
[www.cardiffhendrelakes.com](http://www.cardiffhendrelakes.com)

## SCALE

£1 billion GDV

## SECTOR

Transport Led Business District

## LOCATION

East Cardiff

## PLANNING STATUS

Strategic employment site within  
Cardiff's Local Development  
Plan, outline planning application  
submission in 2021

Set at the heart of the Cardiff Capital Region, Cardiff Hendre Lakes is a proposed new vibrant, connected business district, providing high quality facilities in an exceptional natural landscape.

Served by a new railway station, known as Cardiff Parkway, the development will have direct links to Cardiff and Newport city centres in just seven minutes, as well as mainline train services to Bristol, London and beyond.

The development has the potential to support around 5,000 jobs, as well as becoming a transport hub that helps people to access other employment opportunities across the region.

The project aims to become a catalyst for growth, contributing to the regeneration of East Cardiff and the wider Cardiff Capital Region by attracting investment and quality, enduring businesses.

Cardiff Hendre Lakes offers a unique opportunity for prospective companies looking to invest in the UK with its strategic, central location in the Cardiff Capital Region and its connections with the rest of the UK.







# CENTRAL QUAY

## PROJECT PROMOTERS

Rightacres Property Co Ltd

## SCALE

£600 million

## SECTOR

Mixed – Residential, Offices, Hotel, Leisure, Retail

## INVESTMENT TYPE

A mix of forward funding, development finance or forward commitment to purchase opportunities

## LOCATION

Central Cardiff

## PLANNING STATUS

Agreed Masterplan, detailed consents for Phase 1 (Offices and MSCP) and The Brewhouse (Offices and Leisure) and planning applications for the hotel and over 700 residential units in 2 blocks

## DEVELOPER

Rightacres Property Co Ltd

## ARCHITECT

Rio Architects

Central Quay is part of a 6.5 hectare mixed use regeneration scheme immediately to the south of Central Train Station in the heart of Cardiff city centre.

The scheme will create a new destination to live and work in the city with access to the River Taff, whilst enhancing the legacy of the original use of the Brewery by retaining the iconic chimney stack and bringing the historic Brewhouse back into use. The Masterplan includes:

- One Central Quay – offices over 7 storeys of 14,500 m<sup>2</sup>.
- The Brewhouse – offices and leisure totalling 6,500 m<sup>2</sup>.
- Multi Storey Car Park – 695 spaces.
- Hotel – 230 bedrooms (subject to planning consent).
- Residential (BTR) – 715 apartments in 2 blocks of 28 and 20 storeys (subject to planning consent).
- Planned phases for a further 700 units of BTR apartments and offices.

Future phases of the Central Quay area will involve enhancements to Central Station and provision for the planned Metro system for Cardiff.







# INTERNATIONAL SPORTS VILLAGE

## PROJECT PROMOTERS

Cardiff Council

## SCALE

£1 billion GDV

## SECTOR

Leisure/Sports Led, Mixed Use with Residential, Commercial and Hotel opportunities

## LOCATION

West of City Centre

## PLANNING STATUS

Existing planning permission obtained

**International Sports Village (ISV) comprises a 36-hectare site located on a prime peninsula waterfront site at the heart of Cardiff Bay.**

It is already established as a destination with a range of sporting activities which include the Cardiff International Pool, twin pad ice rink Arena, Cardiff Bay Water Activity Centre, and the Cardiff International White Water Rafting Centre.

The ISV also includes Cardiff Pointe, a new residential quarter of 800 units, incorporating a mix of town-houses, apartments and family homes.

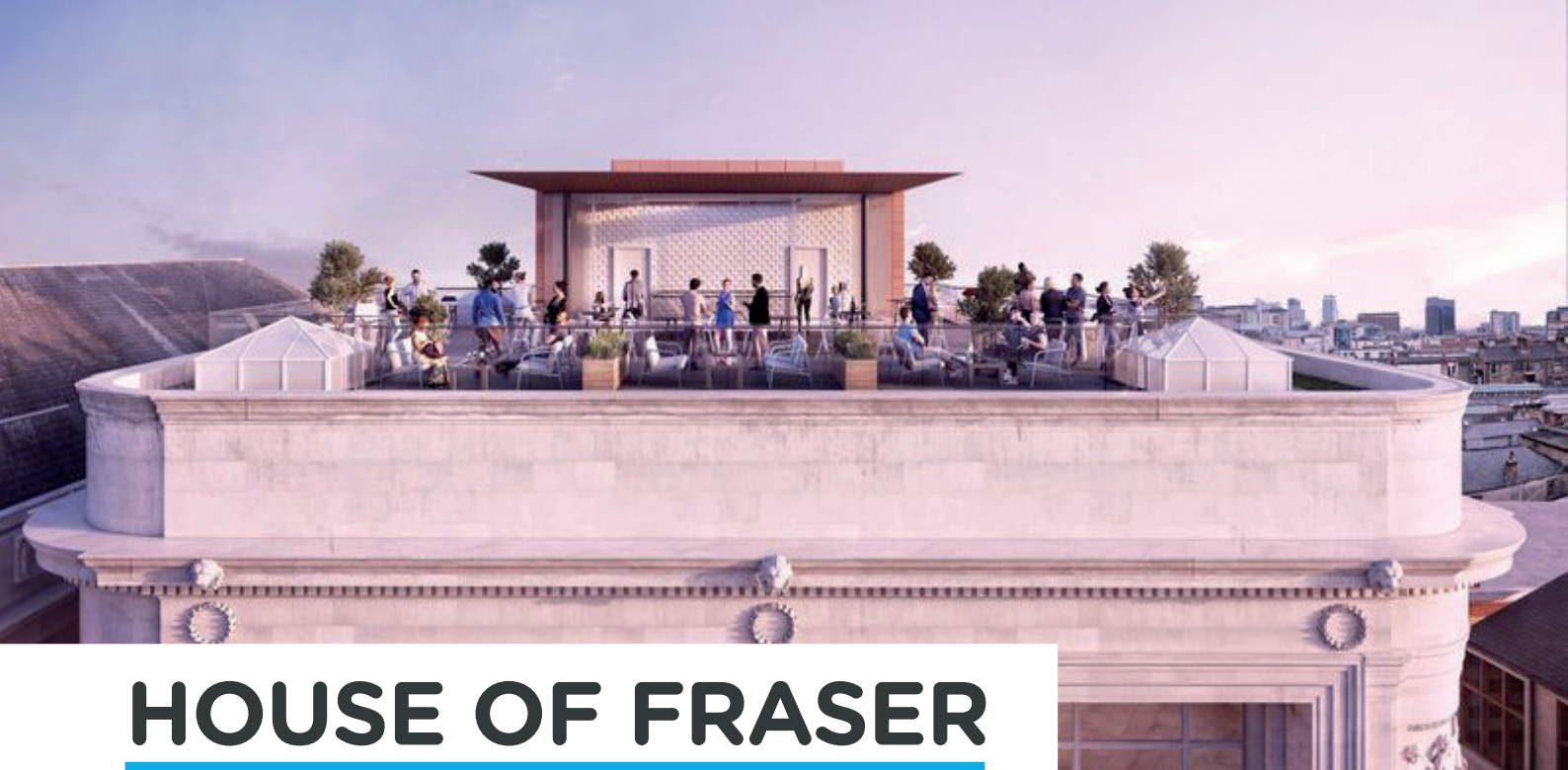
There are currently a range of land parcels that are being brought forward for development including waterfront residential, hotel, leisure uses including adventure sports and retail opportunities.

A new velodrome and off-road facility is due to commence on-site spring 2022 with completion due early 2023.

The Council will be bringing forward a number of development opportunities throughout 2022 with a mixture of opportunities.

Proposals are being considered to better connect the Sports Village to Cardiff Bay with improved public transport connections and water links with the potential of water taxis or buses being seen within Cardiff Bay within next 2 years.





# HOUSE OF FRASER

## PROJECT PROMOTERS

AVISON YOUNG

## SCALE

277,000 ft<sup>2</sup> on 1.7 acre City Centre opportunity

## SECTOR

Mixed Use – Retail, Leisure, Commercial & Residential

## LOCATION

Cardiff City Centre

## PLANNING STATUS

Existing retail with significant alternative use potential. Approval for change of use from retail to mixed use (use classes, A1 – retail, A3 – restaurants & cafes, B1 – offices, C1 – hotel, D1 – non-residential institution, D2 – assembly & leisure) was granted in July 2019 by the local planning authority

House of Fraser is a landmark building, known locally as Howells, located in the very heart of Cardiff city centre, occupying a prime site of approximately 1.7 acres and approximately 277,000 ft<sup>2</sup> of floor space.

The property is positioned within the retail and leisure core offering direct street frontage to 3 sides including an extensive frontage onto St Mary Street. The Principality Stadium is located on the adjacent Westgate Street and Cardiff Central Railway Station is positioned within 300m walking distance. It is currently occupied by the House of Fraser department store.

The property offers a unique opportunity in Cardiff city centre with an extensive potential for a variety of alternative mixed uses, subject to planning, including hotel and leisure accommodation, residential, offices as part of a comprehensive mixed use development.

The site has been recently acquired in December 2021 by Thackerey Estates.









# INVESTMENT SUPPORT



## CARDIFF CAPITAL REGION POPULATION 1.5 MILLION



## BUSINESS FRIENDLY DEVOLVED GOVERNMENT



## CARDIFF IS RANKED TOP UK CORE CITY FOR INVESTOR APPEAL

SOURCE: COLLIER'S 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
- Free support with recruitment and training from our expert Into Work team
- 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.

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

### Property Search

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

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. 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.

### 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

”

# LET'S TALK

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## Invest in Cardiff

Cardiff Council, County Hall,  
Atlantic Wharf, Cardiff,  
United Kingdom CF10 4UW



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