



# CARDIFF

OUR CREATIVE CAPITAL



# CARDIFF CREATIVE MINDS

“

Wales is a hotbed of both creativity and industry - a unique melting pot of literature, music and drama - and sheer hard graft. If there's one thing I have learned over the years, it is that Wales is not afraid of hard work or a challenge.

Jane Tranter, CEO Bad Wolf

”

# WHO IS HERE

4PI PRODUCTIONS | ALERT LOGIC | AMPLYFI | ARUP | ATTICUS  
DIGITAL | AUSTIN SMITH | AVANTI MEDIA | BACKBASE | **BAD  
WOLF** | BAFTA CYMRU | BAIT STUDIO | BANG POST PRODUCTION  
| BAREFOOT RASCALS | BBC CYMRU WALES | BENGU MEDIA |  
BOOM CYMRU | **BOOMERANG** | BOX UK | BLUE STAG | CARDIFF  
THEATRICAL SERVICES | **CELF CREATIVE** | **CHAPTER** | CLOTH  
CAT ANIMATION | CLWB IFOR BACH | COPA | CURVE MEDIA |  
DEADSTAR PUBLISHING | DEERHEART | DELIO | **DEVOPSGROUP**  
| DRAGONFLY | DREEM | FFILM CYMRU WALES | FFOTOGALLERY  
| FICTION FACTORY | FIREWORKS | FOLK FILMS | **GEOLANG** |  
GOLLEY SLATER | **GORILLA** | HASSELL | HEADLINE ACCENT |  
HOLDER MATHIAS | IEIE PRODUCTIONS | ILLUSTRATE DIGITAL |  
**INSPIRETEC** | ITV CYMRU WALES | JAMMY CUSTARD ANIMATION  
| KAGOOL | **LIBERTY MARKETING** | LIMEGREEN TANGERINE  
| MAKERS GUILD OF WALES | MARTHA STONE | MILK VFX |  
MUSICBOX STUDIOS | MYNT MEDIA | **NIMBLE DRAGON** | ONE  
TRIBE TV | ORCHARD MEDIA | PARASOL MEDIA | PLIMSOLL  
PRODUCTIONS | POWELL DOBSON | **RANT MEDIA** | RIO  
ARCHITECTS | RONDOMEDIA | S3 ADVERTISING | S4C | SANDERS  
DESIGN | SCOTT BROWN RIGG | SCREEN ALLIANCE WALES | SLAM  
MEDIA | SOUNDWORKS | **STILLS** | STRIDE TREGLOWN | SUGAR  
CREATIVE | **SUGAR FILMS** | THREAD DESIGN & DEVELOPMENT  
| THUD MEDIA | TIDY PRODUCTIONS | TINY REBEL GAMES |  
TRAFFIC JAM MEDIA | UPRISE VSI | VOX PICTURES | **WEALTHIFY** |  
WE BUILD BOTS | WILDFLAME PRODUCTIONS | YOKE CREATIVE



## DID YOU KNOW?



A few years before Walt Disney debuted Mickey Mouse, Cardiff had its own animated mascot: an adventurous and untamed dog named Jerry the Troublesome Tyke, created in 1925 by Sid Griffiths.







### DID YOU KNOW?

In 1943 the Welsh National Opera was founded by a group of people from across South Wales including miners, teachers and doctors. They wanted to forge an opera company befitting Wales' rich reputation as the 'land of song'.

# *Opera*





WE'RE  
CREATING  
THE FUTURE

“ 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

**35,000** WORKERS  
IN THE CREATIVE AND  
CULTURAL  
INDUSTRIES  
IN CARDIFF  
CAPITAL  
REGION

SOURCE: NOMIS 2019



In Cardiff we place culture, creativity and innovation front and centre, Creativity in all its forms. Why? Simply for its own intrinsic value and because we believe that the challenges posed by the future economy will be best met with creative solutions.

Our fast-growing creative sector encompasses everything from TV production, film, animation, gaming, architecture, photography, design and advertising to companies that are finding new solutions in cyber security, FinTech and digital technologies.

Cardiff's film and television sector is booming. The city is home to a progressive arts sector with a thriving grass roots scene. Cardiff is the first city in the UK to consider music as infrastructure, putting it at the heart of the city's development. Our cultural infrastructure is unsurpassed for venues per capita.

An unprecedented multi-million pound research investment into the screen industries is underway with Cardiff chosen as one of nine clusters in the UK to receive Industrial Strategy funding, boosting the city's profile as an internationally recognised centre for the creative industries. Clwstwr, an innovation programme for the South Wales screen sector, funded by the Creative Industries Clusters Programme, led by Cardiff University in partnership with University of South Wales and Cardiff Metropolitan University, works with companies from across screen and news to develop new products, services and experiences that puts innovation at the core of media production in Cardiff.

But there's so much more to Cardiff's creative economy. The growth of the creative digital sector is driving the city's resurgence. Our tech sector is leading the world on the advancement of compound semiconductor technology. We're now firmly established as a FinTech hub and a South Wales Cyber Security Cluster has been formed to keep the region at the forefront of innovative technology.

CARDIFF HAS A  
**£10  
BILLION**  
ECONOMY

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



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

SOURCE: COLLIER'S INTERNATIONAL  
SEARCH FOR VALUE & REGIONAL  
RELATIVITY, WINTER 2017



Cardiff's young and diverse talent pool is key to our success. With three universities and 70,000 students in the city, we're highly educated and entrepreneurial. We've invested in talent and infrastructure and our companies benefit from first class digital connectivity. Cardiff enjoys one of the best penetration rates of superfast broadband among UK Core Cities and has the capacity to support the heavy bandwidth data requirements of broadcast post production and engineering jobs within the sector.

From pioneering tech start-ups to our leading TV broadcasters, Cardiff has emerged as one of the UK's most attractive cities for creative innovation. We're nurturing a community that is embracing new digital technologies, making it one of the largest and most successful creative sectors outside of London.





OUR AMBITION  
KNOWS NO  
BOUNDS

“ 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 including children's productions 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.

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 making Cardiff one of the UK's creative powerhouses.

Creativity is at the top of Cardiff's regeneration agenda with the city 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 BBC Cymru Wales HQ which sits in the centre of this development contains the most innovative broadcasting technology available. This statement building is the centrepiece of a new destination for the creative sector right in the heart of the city centre.

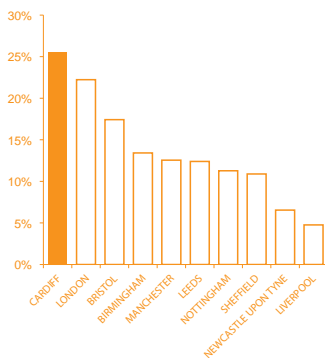
Cardiff's School of Journalism, Media and Culture, located in a state-of-the-art building next to BBC Wales in Central Square, is a world-leading centre for teaching and research. It includes the UK's longest running centre for postgraduate journalist training and is a European leader for journalism research, working with the BBC, Ofcom, Channel 4 and other industry partners, and is home to the UK Centre for Community Journalism. It is home to Creative Cardiff, a network of over 3000 creative individuals, businesses and organisations across South Wales. Creative Cardiff enables collaborations, amplifies opportunities and encourages innovation in the creative community. The Welsh School of Architecture, established in 1920, has been ranked as one of the top three best schools in the UK and Cardiff University's School of Music offers rigorous musical training to close to 300 students annually.

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 coworking 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.

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

#### 20 YEAR PROJECTED POPULATION GROWTH 2014 - 2034



SOURCE: WELSH GOVERNMENT

#### NEW FOSTER+PARTNERS DESIGNED



#### BBC CYMRU WALES BROADCAST CENTRE





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.

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.

**University  
of South  
Wales'**

**FACULTY OF  
CREATIVE  
INDUSTRIES  
IS ONE OF THE  
LARGEST  
IN THE UK**

CREU GWIR IN THESE STONES  
FEL GWYDR HORIZONS  
O FWRNAIS AWEN SING

## DID YOU KNOW?

Poet Gwyneth Lewis wrote the inscription on the front of the Wales Millennium Centre “CREU GWIR FEL GWYDR O FWRNAIS AWEN,” which translates as “Truth is as clear as glass forged in the flames of inspiration” and an English inscription: “IN THESE STONES HORIZONS SING.” She was inspired by Wales’ industrial heritage and the cultural ambition of the Millennium Centre.





## DID YOU KNOW?



Roald Dahl, best-selling children's author, spy, ace fighter pilot and medical inventor, was born in Cardiff in 1916 and christened in the Norwegian Church in Cardiff Bay.





A CREATIVE  
SPACE TO WORK

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

Source: Bazalgette Independent Review of the Creative Industries 2017

THE CREATIVE INDUSTRIES 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, CreativeMornings, Virtual Reality South Wales (VRSW), Illustration Club 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 coworking 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





### DID YOU KNOW?

Cardiff based Puppeteer Toby Philpott controlled Jabba the Hut in Return of the Jedi. He also worked on The Dark Crystal, The Company of Wolves, Labyrinth and Little Shop of Horrors.





## DID YOU KNOW?

The Mabinogion are the earliest prose stories of the literature of Britain. The stories were compiled in Middle Welsh in the 12th-13th centuries from earlier oral traditions.

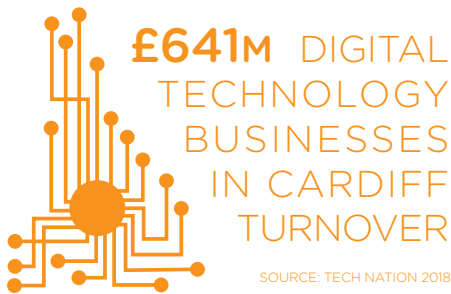






# WE'RE SMART!

You'll find a culture of innovation in Cardiff where creative entrepreneurs can thrive.



The UK's strength in technology and innovation is demonstrated by the high level of tech activity across the country. Outside of the creative industries cluster in Cardiff, innovation and entrepreneurship is thriving across a wide range of industries. 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 coworking 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 Cardiff and its Capital Region developing the technology that will transform the way we live in the future.

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, DevOpsGroup, 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.



### DID YOU KNOW?

In 1970 Pink Floyd and Black Sabbath performed a legendary gig at Sophia Gardens to raise funds for the establishment of Chapter Arts Centre.





## DID YOU KNOW? **BUFFALO BILL'S WILD WEST**

Legendary showman Buffalo Bill and his Wild West Show set up camp in Cardiff in 1891, grazing their 19 buffalo by the River Taff and performing to more than 125,000 people over four days.





WE'VE GOT THE  
VIBE

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




UK'S **FIRST**  
OFFICIAL  
**MUSIC CITY**

SOURCE: SOUND DIPLOMACY

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.

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

SOURCE: CHAPTER CARDIFF

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.

Cardiff is home to the international Arts Prize and exhibition Artes Mundi and the internationally renowned National Theatre Wales.

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 Festival with its grassroots music and performance art creativity, Pride Cymru Big Weekend, Cardiff Comedy Festival, Cardiff Book Festival, Cardiff Design Festival, Tafwyl and Sŵn Festival which brings together emerging artists from Wales, the UK and beyond to takeover interesting spaces across the city.

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.



## DID YOU KNOW?

Loved around the world, SuperTed, a teddy bear with superpowers created by Welsh writer and animator Mike Young, became the first British animated series to air on the Disney Channel in the USA.





MORRIS - SAFE WORKING LOAD - 10 TONS

DEPOT

### DID YOU KNOW?

Spillers Records is the world's oldest record shop, established in Cardiff in 1894 by Henry Spiller.



# WHY CARDIFF?



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





**Chris Ganje**  
CEO  
**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**



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

“

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.

”



**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**



“ 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.

”

Award-winning 2D and CG animation studio





## 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**



**GeoLang**  
a Shearwater Group plc Company

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 have 275 people across the globe with studios 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**

“ 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.

”

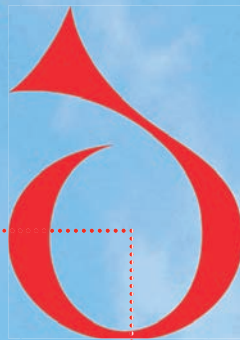
Put Cardiff on your shortlist.  
Our city has a lot to offer you!





### DID YOU KNOW?

St David's Hall is the National Concert Hall of Wales and is celebrated as one of the top ten concert halls in the world for acoustic prowess.







### DID YOU KNOW?

Cardiff's St Fagans National Museum of History, the most visited heritage attraction in Wales, has won the prestigious Art Fund Museum of the Year Prize 2019.





# WE ♥ CARDIFF

A city with a quality  
of life you'll enjoy

**Cardiff Capital Region has it all – vibrant city life, stunning coastline and awesome mountains.**

Quality of life is one of the big competitive advantages of Cardiff. It is consistently recognised as one of the best cities to live in by residents, and in the 2016 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:

- 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

### **A superbly located city of attractions, sport, culture and entertainment.**

However you like to spend your leisure time you will find what you're looking for in Cardiff and its Capital Region.

Sports fans are 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.

If outdoor pursuits are your passion, South Wales offers the whole range of activities from first class golf courses to wakeboarding, climbing, power kiting and coasteering, all in some of the most beautiful heritage coastline and national parkland to be found in the UK.

Lovers of the arts enjoy Cardiff's rich and varied cultural life as befits the capital city of a bilingual nation. 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 Cardiff which houses one of the finest collections of Impressionist paintings in Europe as well as hosting major touring exhibitions.

Cardiff is also a city that 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.

Nightlife in Cardiff is everything you would expect of a capital city with hundreds of restaurants, bars and clubs catering to every taste. The city has also become a venue that the world's leading performers want to play and has recently hosted Beyoncé, the Rolling Stones, Ed Sheeran and Coldplay.

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

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



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

SOURCE: EUROPEAN COMMISSION QUALITY OF LIFE IN EUROPEAN CITIES 2015

**1<sup>ST</sup> CLASS**  
SPORTS AND ENTERTAINMENT VENUES





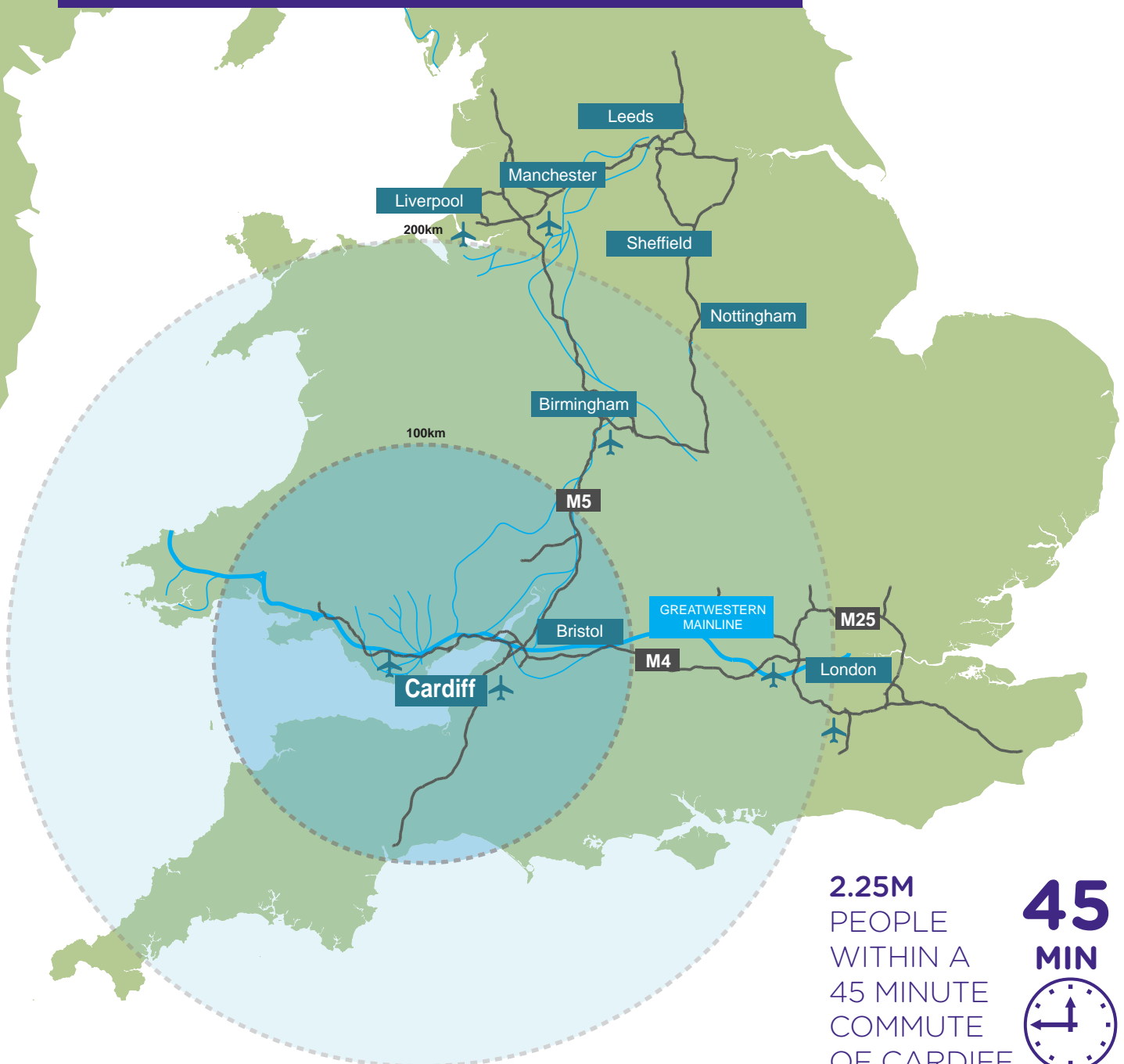
# WE'RE WELL CONNECTED



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.





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

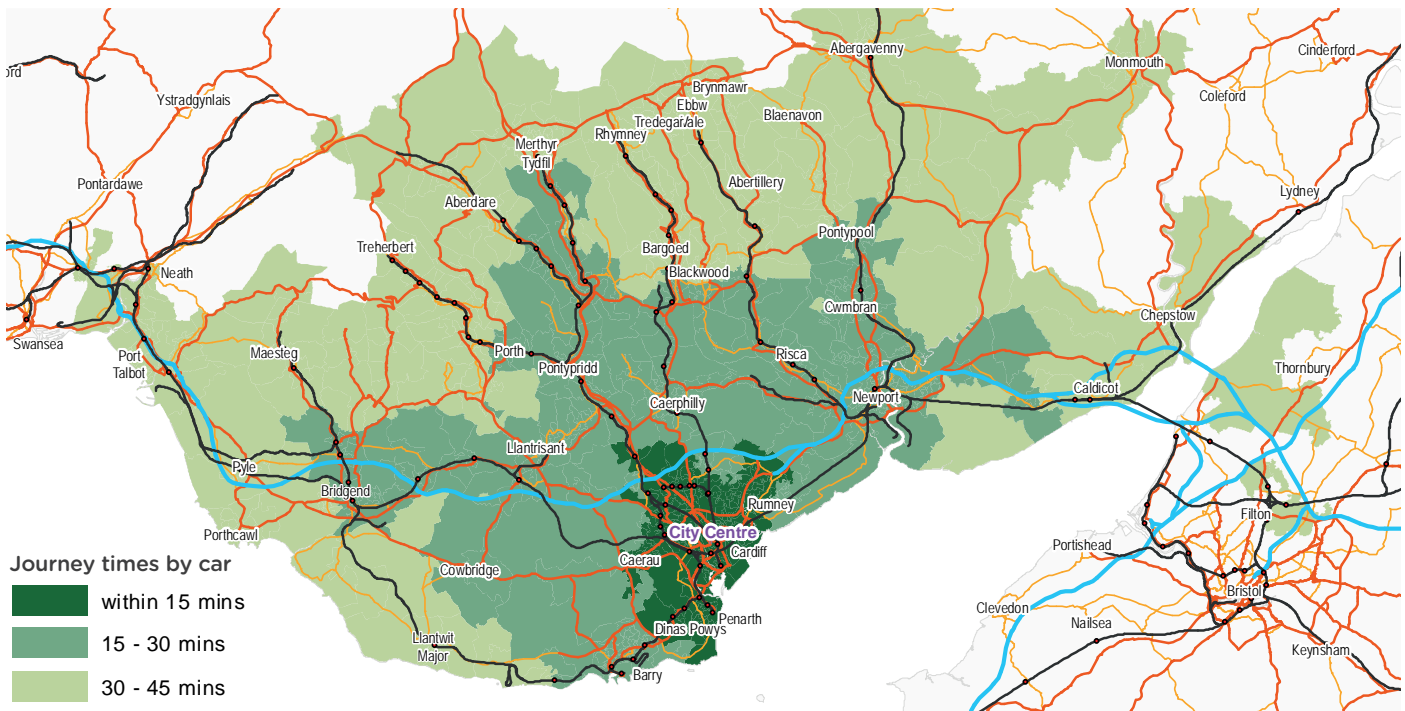
Cardiff Airport, just 12 miles from the city centre, has over 50 direct flights to cities across the UK, Europe and to Doha, with more than 900 connections to destinations across the globe through regular scheduled flights via Schiphol.

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

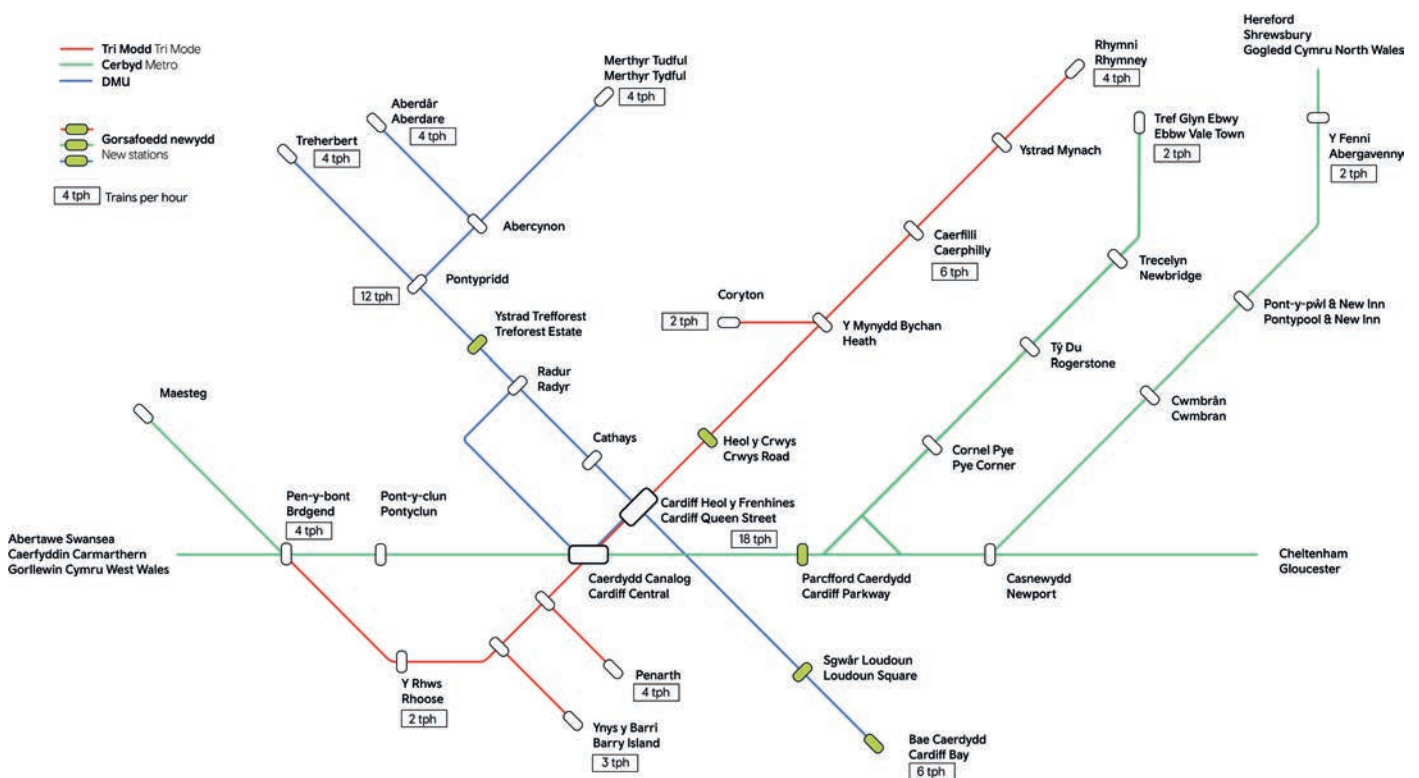


## Port of Cardiff

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.



**Metro De Cymru (rheilffordd) erbyn 2023**  
South Wales Metro (rail) by 2023



£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



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 Clwstwr - an ambitious new initiative which involves a wide range of creative industry partners across South Wales.

This AHRC 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 coworking 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

Invest in Cardiff  
Cardiff Council  
County Hall  
Cardiff  
CF10 4UW



+44 (0) 29 2087 1966



[invest@investincardiff.co.uk](mailto:invest@investincardiff.co.uk)



[Investincardiff.com](http://Investincardiff.com)



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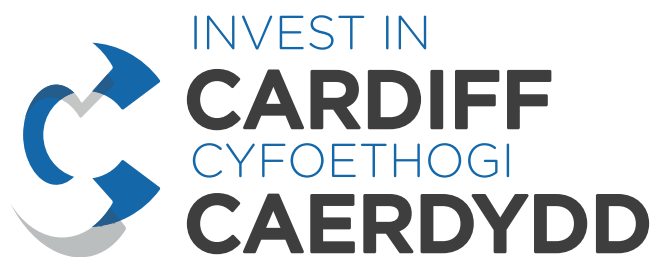












[Investincardiff.com](https://investincardiff.com)



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