



FOR A SAFER CARDIFF

Join the **Safe Place** community of businesses

ALL YOU NEED TO KNOW ABOUT THE SAFE PLACES SCHEME

WHAT IS SAFE PLACES

Safe Places is an accessible nationwide network, where those feeling intimidated, scared or at risk can seek help and refuge from registered businesses in the capital. From bars to banks, we want businesses in Cardiff to collaborate and create a network of Safe Places right across the city.

Whether someone spots your Safe Places window sticker, see your business listed on the [‘FOR A Safer Cardiff website](#), or they download the free app pinpointing all of Cardiff’s Safe Places, women who feel unsafe can locate a Safe Place in their time of need.

Staff will offer support by arranging a personal phone call, contact emergency services, call a cab and just generally offer a conversation and comfort for those in need.

A LITTLE CONTEXT

We all have the right to feel safe in the communities we live in. With the tragic murder of Sarah Everard taking place earlier this year in March, it’s rekindled the conversation surrounding women’s safety when commuting and walking alone.

A report by the Guardian released on March 10 2021, found that 80% of women of all ages reporting they had been sexually harassed in a public space.

In light of this, we believe every woman in Cardiff should feel safe when they’re walking alone.

FOR A SAFER CARDIFF

Our ambition is to make Cardiff a city where everyone feels confident and welcome when walking alone in the capital, day or night.

We believe that Wales and its capital city have a responsibility to lead the way in fostering safer cities for women. It’s time to take action, FOR A Safer Cardiff.

HOW TO BECOME A SAFE PLACE

WHAT DOES BECOMING A SAFE PLACE INVOLVE?

When a business in Cardiff registers to be a Safe Place, they are providing an open door for anyone, particularly women, feeling intimidated, scared or at risk in the capital.

If feeling unsafe, people will be able to identify your business via the Safe Places app which will show them their nearest safe location.

You will offer an open door, a friendly face and support – whether it's offering a phone call to a friend or a cab, calling 999, or just a sit down with a glass of water while they wait.

Your staff and team will need to undertake some short training to understand how to act and respond if someone walks in needing support.

We also ask that businesses display the Safe Places window sticker to make it even clearer for people walking by.

Interested in registering as a Safe Place? Here are your next steps.

CHECKLIST

- ✓ Email FOR Cardiff to register your interest: info@forcardiff.com
- ✓ Ensure the team participating have watched and understood the 15-minute training video (on next slide).
- ✓ Circulate these [reading materials](#) with the team and ensure you understand them.
- ✓ Once your team is briefed, FOR Cardiff will upload your business to appear on the Safe Places app.
- ✓ Display the Safe Place window sticker on your business and download the assets on the next page to promote being a Safe Place.

WATCH THE TRAINING VIDEO

A training guide for businesses and their staff
registering as a **Safe Place**



ALREADY A SAFE PLACE?

HELP US PROMOTE OUR NETWORK OF SAFE PLACES ACROSS CARDIFF BY LETTING PEOPLE KNOW YOU'RE A SAFE PLACE

- Download the 'We're a Safe Place' assets to share on your social media.
- Make sure your Safe Places sticker is clearly visible in your window or on your door.
- Make sure your members are up to speed and fully trained to handle possible situations.

[DOWNLOAD ASSETS](#)

WE'RE A SAFE PLACE



The door is open to anyone feeling intimidated, scared or at risk on their way home

[DOWNLOAD THE 'SAFE PLACES' APP](#)
to find your nearest safe places in the capital

FAQS ABOUT SAFE PLACES

Q. What is and how do we become a Safe Place?

FOR Cardiff is pleased to promote Safe Places and we will offer support and training. We do ask for a commitment to the scheme and recognise that your inclusion in the scheme demonstrates and fosters a greater community involvement opportunity for your business.

The idea is very simple: businesses and organisations sign up to be a Safe Place. After training key staff, they are issued with an optional Safe Places sticker which they can display in their window and their registration is recorded on our local scheme website and users app.

Q. Will companies signing up to Safe Places have to consider liability and insurance should someone seek refuge and a possible incident occurring on our premises?

No, your existing public liability insurance would cover this as it would for any visitor to your premises.

Q. Are we able to dictate the operating hours for providing support, i.e., if we said our offices can be used as a Safe Place safe between 8am and 6pm, would this be acceptable?

Yes, you can tell us about your operating hours on registration and these will be listed on your Safe Place entry.

Q. How will people find out that we are a Safe Place?

They can find all our member Safe Places by using our free smart phone apps. They are available to download on the App Store for IOS and on Google Play for Android. If appropriate for your business, you can display the optional Safe Places sticker.

FAQS ABOUT SAFE PLACES

Q. How will the project be maintained?

FOR Cardiff is committed to providing a safe and welcoming environment for all who live work or visit Cardiff City Centre. In respect of the Safe Places, we have decided to extend the scheme throughout the County of Cardiff and day to day monitoring will be undertaken by FOR Cardiff Business Liaison Officers and staff from our safety arm, Cardiff Against Business Crime Business Crime Reduction Partnership. This is a key project for us, and it will remain under constant review and is included in our 5-year business plan.

Q. If we sign up and then decide that we no longer wish to take part what should we do?

Contact the schemes administrator who will remove you from the scheme.

Q. How will the scheme be monitored?

FOR Cardiff Staff are available during office hours Monday to Friday and we will undertake to complete a scheme review with each business on a six-monthly basis. We would also ask that you contact us at the earliest opportunity to let us know if you have provided a Safe Place to a member of the public.

Q. What will success look like?

We intend to record the number of times registered businesses are called upon as Safe Places and if appropriate and with permission, we may publicise effective practices and incidents where the scheme has contributed to the safety of the community. Also, that the perception and experience of people in Cardiff is a safer one.

Q. How many of my staff need to be trained to count as a Safe Place location?

It is the responsibility of the business or location to gauge how many staff is appropriate to be trained. However, for businesses with high staff turnover or shift patterns we'd recommend that the Safe Places training becomes part of the induction for customer facing staff so that there is always someone in the business who knows and understands the scheme.

FIND OUT MORE

INFORMATION

Visit www.FORASaferCardiff.com for more information about the Safe Places scheme.

Download the Safe Places app on your smart phone via the Apple Store [here](#) or via Google Play [here](#).

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Email Louise on louise@forcardiff.com to speak to one of the FOR Cardiff team directly.

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