



**WHO IS FOR CARDIFF?**

**FOR**  
**CARDIFF**



## WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is an arrangement whereby businesses get together, decide what improvements they want to make in their city centre, how they will manage these, and what they will spend on them.

BIDs have a maximum term of 5 years, which gives them a good length of time for businesses to feel the benefit of the services and projects delivered by the BID.

BIDs deliver services and projects that are always in addition to those statutorily provided by the public agencies including Cardiff Council and Police. They can also be entirely new.

BIDs are usually run by not for profit companies and are controlled by the businesses that fund them. They are run as a private sector organisation with a business mindset.

Following extensive consultation, a BID can be formed following a ballot in which businesses vote on a BID Proposal or business plan for the area.

Since the legislation was introduced in the UK in 2004, over 280 BIDs have been formed in locations including Birmingham, Sheffield, Liverpool, Edinburgh and closer to home in Swansea, Newport and Merthyr Tydfil.



## WHO IS CARDIFF BID AND FOR CARDIFF?

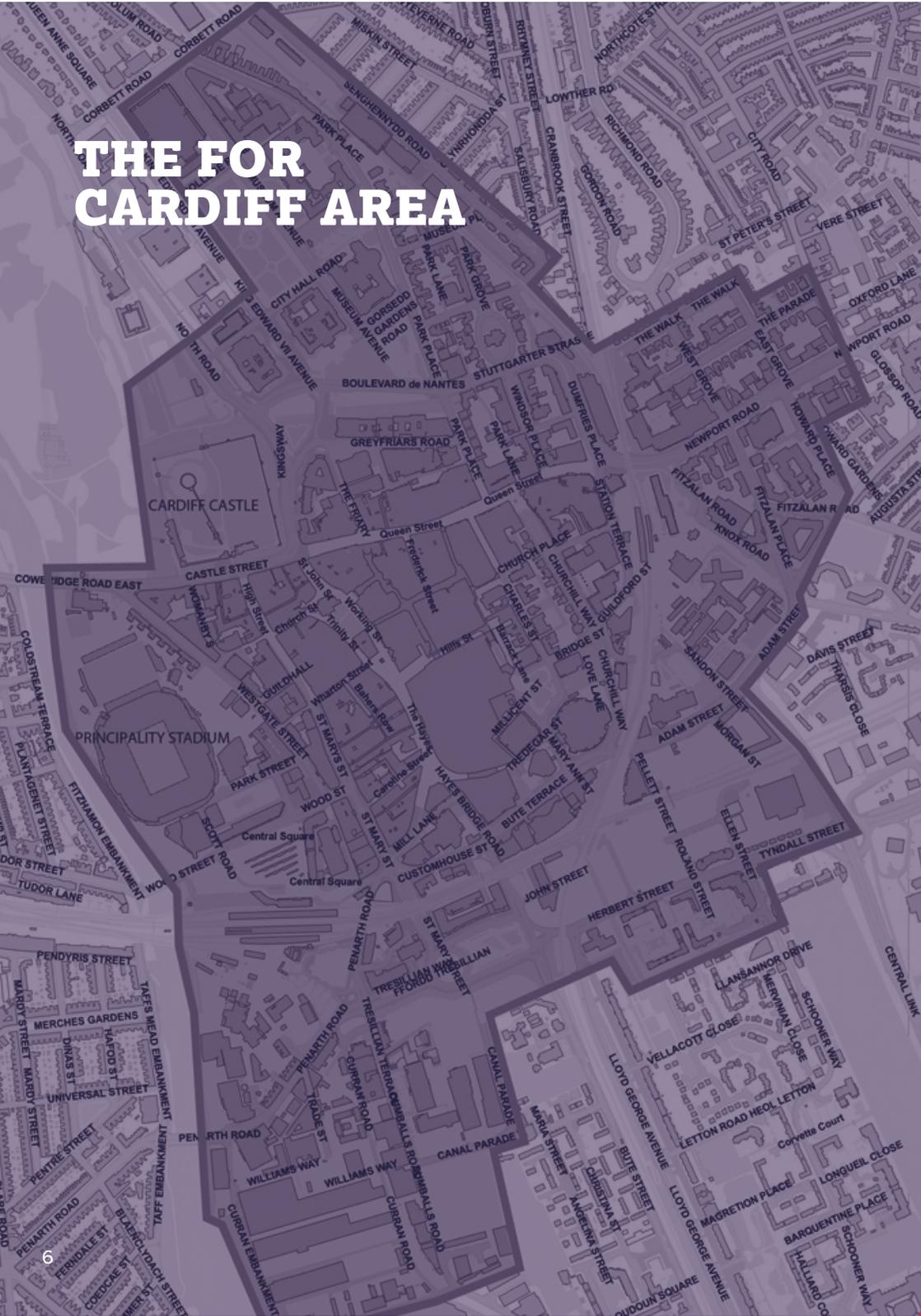
Formerly known as Cardiff BID, the For Cardiff year long consultation process involved surveys, business workshops, and face to face meetings with businesses, public agencies and stakeholders. This information was then compiled into a five-year business plan. This plan proposed a 1% levy on all businesses in the area with a rateable value of £25,000 and above. It was then sent to all relevant businesses in the summer of 2016 outlining what projects the BID would deliver, the area, budgets, legislation guidelines and governance (available to download on our website [www.forcardiff.com](http://www.forcardiff.com)).

Those eligible businesses were asked to take part in a month long independent postal ballot (conducted by the Electoral Reform Service) to vote on whether they wanted Cardiff to have a BID or not. In July 2016 ERS announced the result that 84% of those businesses who voted were in favour of the BID.

That vote gave the go-ahead for the BID to take forward the five-year Business Plan and drive investment in the City Centre and gave local businesses a greater say in the way it is marketed, maintained and managed. The BID came into operation in November 2016 and changed its name to For Cardiff in October 2017 to ensure the company name was more representative of the organisation's purpose. The team are now delivering a £7.5 million investment in the area from 2016-2021.

## WHAT DOES THIS MEAN FOR CARDIFF?





# THE FOR CARDIFF AREA

## WHAT WAS IN THE BUSINESS PLAN?

(available in full in the downloads section on our website)

### THE BUSINESS PLAN FALLS INTO 3 MAIN PROJECT AREAS

#### A. Welcoming – £3M OVER 5 YEARS

Businesses said they want to improve standards and the presentation of the city centre, making it look good, feel safer and better managed.

We are delivering quality public realm projects, cleaner streets, enforcement of anti-social and unlicensed activity, and investment to ensure customers can enjoy the night time economy without fears about safety and anti-social behaviour.

#### b. Vibrant – £4M OVER 5 YEARS

Cardiff has a great profile across the UK and globally as a city of attractions, big brands and independent shopping, international sport, culture and entertainment. There are 1.6 million people living within an hour's travel to the city centre and a footfall of 40 million a year.

We invest in and prioritise projects that improve the city centre experience, whether for residents, students, employees, or visitors. We work on projects that celebrate the city and bring in new audiences both regionally, nationally and internationally. We are also prioritising our current customers encouraging them to visit more frequently, explore other parts of the city and keep them here for longer. This makes our city centre busier and more vibrant, both day and night, and all year-round for you and your business.

#### c. Influential – £500K OVER 5 YEARS

The business community needed to work more collectively, binding all the key sectors together around mutual priorities. We are an independent business voice that is heard on the bigger issues, with the resources and clout to get things done and help you perform effectively. The Cardiff business environment is clearly on the move and we represent your interests wherever we can.

## BUDGET AND LEVY

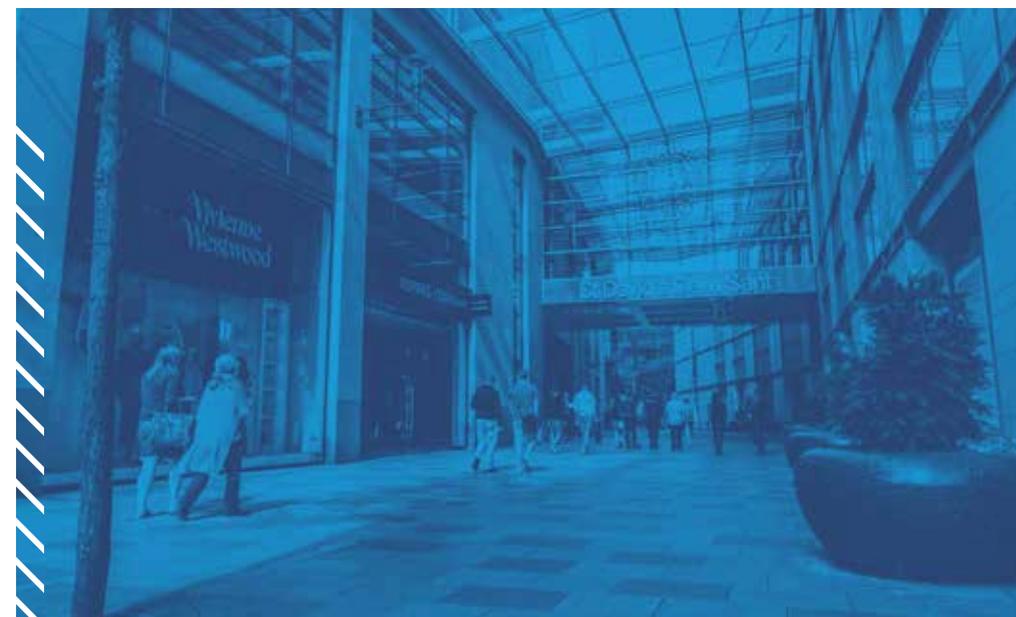
For Cardiff is financed through an annual levy of 1% of the rateable value of your premises. The levy applies to all business rate payers with a rateable value of £25,000 or more. Eligible levy paying businesses located in shopping centres and arcades will pay a BID levy of between 0.7% and 1%. This takes the payment of their existing service charges which cover some of the same projects into account.

| Item  | 2016/17           | 2017/18           | 2018/19           | 2019/20           | 2020/21           | 5 Year Totals     |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| <b>INCOME</b>                               |                   |                   |                   |                   |                   |                   |
| BID Levy                                    | £1,460,170        | £1,460,170        | £1,460,170        | £1,460,170        | £1,460,170        | <b>£7,300,850</b> |
| Additional Income                           | £265,000          | £265,000          | £265,000          | £265,000          | £265,000          | <b>£1,325,000</b> |
| <b>Total Income</b>                         | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£8,625,850</b> |
| <b>EXPENDITURE: PROJECTS &amp; SERVICES</b> |                   |                   |                   |                   |                   |                   |
| Welcoming                                   | £665,000          | £665,000          | £665,000          | £665,000          | £665,000          | <b>£3,325,000</b> |
| Vibrant                                     | £726,670          | £726,670          | £726,670          | £726,670          | £726,670          | <b>£3,633,350</b> |
| Influential                                 | £85,000           | £85,000           | £85,000           | £85,000           | £85,000           | <b>£425,000</b>   |
| Staff                                       | £140,000          | £140,000          | £140,000          | £140,000          | £140,000          | <b>£700,000</b>   |
| Training                                    | £1,500            | £1,500            | £1,500            | £1,500            | £1,500            | <b>£7,500</b>     |
| Office and IT Support                       | £25,000           | £25,000           | £25,000           | £25,000           | £25,000           | <b>£125,000</b>   |
| Insurance                                   | £2,500            | £2,500            | £2,500            | £2,500            | £2,500            | <b>£12,500</b>    |
| Levy Collection Costs                       | £37,500           | £37,500           | £37,500           | £37,500           | £37,500           | <b>£187,500</b>   |
| Professional Fees                           | £1,600            | £1,600            | £1,600            | £1,600            | £1,600            | <b>£8,000</b>     |
| Bank Charges                                | £400              | £400              | £400              | £400              | £400              | <b>£2,000</b>     |
| Contingency                                 | £40,000           | £40,000           | £40,000           | £40,000           | £40,000           | <b>£200,000</b>   |
| <b>TOTAL EXPENDITURE</b>                    | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£1,725,170</b> | <b>£8,625,850</b> |
| Surplus/Deficit                             | 0                 | 0                 | 0                 | 0                 | 0                 |                   |

## VOLUNTARY MEMBERSHIP AND ADDITIONAL INCOME

For Cardiff runs a voluntary membership scheme for businesses in the BID area with a rateable value of less than £25,000, or for those who are outside retail, leisure, culture, tourism and office sectors. Businesses who wish to join this scheme make a voluntary investment which entitles them to all the projects and services outlined in the Business Plan.

For Cardiff also proactively seeks additional income, grants and project match funding to deliver further value for money.



# GOVERNANCE AND MANAGEMENT

For Cardiff is a non-for-profit company, limited by guarantee registered at Companies House as Cardiff BID Ltd.

It is governed by a Board of Directors, who are directly accountable to members for:

- a. Effective delivery of the projects and services as set out in the Business Plan.
- b. Upholding and promoting the company’s vision and objectives.

The Board are unpaid volunteers that represent the sectors that are a part of the For Cardiff area. A list of our current Board of Directors is available on our website and fall into the following composition:

|   |           |
|---|-----------|
| Accommodation                           | 1         |
| Banks & Services                        | 1         |
| Education                               | 1         |
| Entertainment/Leisure                   | 1         |
| Food & Drink (including Licensees)      | 2         |
| Office/Professional Services            | 2         |
| Independent Retail                      | 2         |
| National Retail                         | 2         |
| Public Sector                           | 2         |
| Property/Investor/Voluntary Contributor | 1         |
| <b>TOTAL</b>                            | <b>15</b> |

# MEASURING PERFORMANCE AND REPORTING BACK

For Cardiff has a commitment to regularly communicate progress with businesses and will do that through a solid communications strategy and using a variety of means to ensure messages are being heard by businesses. Such as:

- Quarterly printed newsletters
- E-newsletters
- Annual reports
- Group Forums
- Sector specific meetings
- Networking Events
- Annual General Meetings
- Strong use of digital and social platforms such as a comprehensive website & Twitter

## GET IN TOUCH

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