



FOR Cardiff
7 St. Andrews Crescent
Cardiff
CF10 3DD
info@forcardiff.com

Dear Manager / Owner,

Your BID Levy bill: An Explanation

We hope this letter finds you, your families and staff safe and well.

It is with regret that the FOR Cardiff board of Directors have had to issue this bill at such a difficult and uncertain time. We know the pressure you are under and the uncertainty you are facing and that another request for money right now is the last thing you need.

However, as a business improvement district we are legally mandated to raise bills to all levy payers by March 31st each year and so we have to issue this to you now, despite so much uncertainty.

We are lobbying various sources including Welsh and UK Governments to provide BIDs with some interim emergency funding. We have not had a decision on this in time to provide you with more clarity or reassurance over payments. As soon as we have a decision on funding, we will communicate it to you. For businesses in the retail, hospitality and leisure sectors, the payment terms are 3 months and not as indicated on the bill itself.

FOR Cardiff is more committed than ever to supporting your business and our community. We are working to help ensure a coordinated local response to the COVID-19 crisis and a swift return to business-as-usual so that we can get back to delivering our future plans for a vibrant Cardiff city centre. We will be continuing to follow through on the projects which we have launched during the past few weeks to support the COVID-19 recovery. These plans include lobbying hard on your behalf and across all sectors on issues that are affecting you including eligibility criteria for grants, loans, planning; Ebulletins and social media posts to keep businesses and employees up to date on available grants, security advice; running webinars covering employment issues, mental health, legal support, exercising whilst working from home; setting up a portal for businesses to trade online (when feasible for businesses to do so); as well as helping you with queries that you may have where we can lend a hand.

When we move through the COVID-19 crisis, FOR Cardiff is already ensuring that we are ready to resume and enhance our central role in encouraging visitors and trade back into Cardiff. We will be dedicating financial resources from the levy income to produce and deliver a comprehensive plan involving marketing, events and other recovery initiatives.

If you would like to discuss our response to COVID-19, please get in touch via info@forcardiff.com. We are keen to hear the concerns of all of our levy payers so that we may help to address them, and to hear of any initiatives you have put in place, so that we can play our part in publicising them.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Adrian Field', written over a white background.

Adrian Field
Executive Director

A handwritten signature in black ink, appearing to read 'Simon Phillips', written over a white background.

Simon Phillips
Chairman