



+44 2920 314 770



[www.forcardiff.com](http://www.forcardiff.com)  
[info@forcardiff.com](mailto:info@forcardiff.com)



7 St Andrew's Crescent  
Cardiff, CF10 3DD

## Vibrant

- Extensively promote Cardiff at Christmas including a TV advert.
- Increasing the number of businesses and employees benefitting from our discount, offers and events scheme 'The Card' and Cardiff's own Gift Card.
- City of Arcades Day – bringing the event back for its second year to boost trade city wide and promote our independent businesses.
- Bringing brand new events to the city centre such as Wales' only Nick Jr. Tour, a celebration of Beethoven 250 project with street pianos across the city and other entertainment to boost footfall.
- Continue to manage St. Johns Gardens for all to enjoy.

## Influential

- Lobby locally and nationally on your behalf on issues that matter most to you such as anti-social behaviour, shoplifting, and transport plans.
- Seeking to attract inward investment and retain our graduates.
- Supporting local homeless people through our Give DIFFerently work.
- Reduce your business costs on areas such as electricity, advertising, insurance, and utilities.
- Work to attract more business events into Cardiff.

## What is the BID budget in 2020/21 and how will it be spent?

The total liability for BID levies in 2020/21 is estimated at £1,482,150 however it is understood that the total amount raised will be significantly impacted by the spread of COVID-19 and planned project delivery will be adjusted accordingly. Regardless of this potential variance we project that 45% will be spent on 'Welcoming' projects, 49% on 'Vibrant' projects and the remaining 6% on 'Influential' projects.

In addition, voluntary contributions, grants and other sources of additional income will be sought to help deliver projects outlined in the BID Business Plan (available at [www.forcardiff.com](http://www.forcardiff.com)) – we have received well over £120,000 in additional income since we began operating. This is money being spent in the city centre that without FOR Cardiff would not be made available.

## How has the BID levy liability been calculated?

The BID levy is charged at 1% of the rateable value on all non-domestic properties within the BID area that are listed in the Local Non-Domestic Rating List (2017). The discount on the levy charged for those businesses who pay a service charge as part of being a tenant of a managed shopping centre is up to 30%. The full BID Levy Rules are available in our business plan. The BID levy is payable for the whole year from April 2020 to March 2021. To see your rateable value and how it is calculated, visit [www.voa.gov.uk](http://www.voa.gov.uk).

## Enquiries with FOR Cardiff and its projects & services can be made contacting us:

**FOR Cardiff**  
7 St. Andrew's Crescent  
Cardiff  
CF10 3DD

Telephone: 02920 314770  
Email: [info@forcardiff.com](mailto:info@forcardiff.com)  
Web: [www.forcardiff.com](http://www.forcardiff.com)