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NEED TO KNOW MORE ABOUT FOR CARDIFF?

What is FOR Cardiff?

FOR Cardiff (Cardiff Business Improvement District (BID)) is a precisely defined geographical area within Cardiff city centre where businesses voted to invest collectively in local improvements to enhance their trading environment as outlined in the Cardiff BID Business Plan.

In June 2016 a postal ballot of eligible business ratepayers in the proposed BID area was conducted. 329 city centre businesses voted and of those, 84% voted in favour of the proposed BID by number and 86% by rateable value. With a majority of businesses supporting the proposals both by number and rateable value the BID, known as FOR Cardiff was allowed to be established for a 5 year term. We are governed by a board of Directors, all voluntary, each of whom represent the business community.

FOR Cardiff is one of over 320 BIDs operating in the UK. The purpose of the FOR Cardiff is to provide a range of new or additional services and projects designed to improve the trading environment. These are principally funded via a BID levy charge which is payable by business ratepayers. As per the Business Improvement Districts (Wales) Regulations the local authority issue bills on behalf of FOR Cardiff. 100% of the funds are then passed to FOR Cardiff to invest on behalf of the business community, in line with the approved BID Business Plan issued in June 2016 and available at www.forcardiff.com or on request..

When did the BID start and for what duration?

The BID commenced on 1st December 2016 for a period of 5 years ending on 30th November 2021. There is expected to be a ballot for a second term taking place in Summer 2021.

What are the BID's key achievements to date?

The achievements and finances for previous years are documented in our annual reports available on request by calling 02920 314770 or to download at www.forcardiff.com. As well as Annual Reports, every BID levy paying business will also receive our printed newsletters. Highlights have included international, national, regional and local award wins for our work on Give DIFFerently, the Daff Trail, City of Arcades, Cardiff Against Business Crime and our partnership with the Cardiff Alcohol Partnership. We have cleaned streets, reduced business costs, created a greener environment, worked to enhance graduate retention in the city, promoted the city centre like never before with TV adverts and national advertising campaigns.

The 2019/20 Annual Report and accounts will be available in June 2020. You can also be kept up to date by signing up to our Ebulletin or we can register you by emailing your details to info@forcardiff.com.

Our 2020/21 spending will be targeted at helping the city recover from the COVID-19 outbreak whilst still addressing our three key themes as laid out in the business plan, making Cardiff more welcoming, vibrant, and influential. Indicative projects delivered in each of these areas are outlined below:

Welcoming

- Additional deep cleansing – graffiti removal, deep pressure washing and removal of needles and waste from business premises.
- Funding Night Marshals at taxi ranks as well as supporting the Street Pastors.
- Employing Ambassadors and Business Liaison Officers to help engage with and inform businesses and employees.
- Maintaining our Cardiff Against Business Crime work which includes our CityNet radio system to make the city safer for employees and customers
- Seeking renewal of the city's Purple Flag accreditation scheme to ensure we have a varied and safe evening and night-time economy
- Delivering a range of training to support your employees across all sectors
- Installation of planters and hanging baskets.