



COVID-19: HOW WE HAVE RESPONDED TO YOUR NEEDS



COVID-19 AND BEYOND...

Some FOR Cardiff members might question why we have sent out our levy bills in this time of crisis.

FOR Cardiff is committed more than ever to supporting your business and our community and we understand entirely that a bill might be the last thing you want to see at the moment.

Like many businesses, we are planning the best way to ensure funds for our continued operation, but to also consider the pressures on our levy payers at this time. This is why we committed to not pursuing payment for 3 months from the issue date on the levy invoice in April (normally 28 days).

As a Business Improvement District (BID), FOR Cardiff is funded via the levy from the businesses within the city centre and this levy is the primary source of income for the projects you want us to deliver.

FOR Cardiff has cut costs in certain project areas and been agile to reallocate resources into new ones and as such have changed our plans drastically for this financial year. Our costs have been reduced via the temporary suspension of some services and contracts, realigning our priorities, applying for government support including Welsh Government grants, and furloughing 85% of the team.

Since lockdown restrictions were imposed on March 23, FOR Cardiff has been working hard to support our members in as many ways as possible by representing your thoughts and ideas and lobbying on wide range of issues on your behalf. The following also shows more practical ways we have been working on for you:

SHOP CARDIFF

Within a week of lockdown FOR Cardiff created Shop Cardiff where businesses who had an online, delivery or gift card offering were promoted in one place. This directory was supported via a radio campaign with Capital FM. Visits to the website have exceeded 14,000 and the Twitter account has received over 51,000 impressions.

Visit www.forcardiff.com/shopcardiff

WEBINAR SERIES

As well as arranging webinars for businesses from different sector to come together and inform city centre recovery plans, FOR Cardiff facilitated or funded a series of webinars covering topics such as explaining furlough, transportation changes, working out at home, mental well-being and financial management.



Visit www.forcardiff.com/youtube

TECHNOLOGICAL SOLUTIONS

FOR Cardiff has worked with Yoello to provide a discounted rate for a web-app which means hospitality businesses can provide their customers with a digital way to order, book a table and pay. This service will be used as part of the Castle Quarter Café pop up.

Visit www.forcardiff.com/yoello



Scan, order & pay!
Open your camera and scan



