



What is a Business Improvement District (BID)?

A Business Improvement District is a defined area in which a levy is charged on business rate payers in addition to the business rates bill. This levy is used to develop projects which will benefit businesses in the local area.

There is no limit to the projects or services that can be provided through a Business Improvement District. The only requirement is that it should be something that is in addition to services provided by the local authority.

There are over 320 BIDs across the UK since the legislation came into force in 2004, and budgets range from 20k per annum to 4 million. There are several BIDs across Wales, including Swansea and Newport.

Who is FOR Cardiff?

FOR Cardiff (Cardiff's Business Improvement District, BID) is an independent, business-led, not-for-profit initiative voted for by the businesses of Cardiff for a second five-year term in July 2021 ensuring continued investment in Cardiff city centre. The second term runs from 1st December 2021 to 30th November 2026. The full FOR Cardiff business plan is available to view at: <https://www.forcardiff.com/wp-content/uploads/2021/05/FOR-Cardiff-BID2-Business-Plan-Final-Compressed-2.pdf>

What we need

We are seeking a dynamic and innovative PR agency to support our ambitious marketing and place marketing plans.

We have recently appointed a separate agency to support our work in the lobbying and political sphere to ensure the voices of our members are heard. The agency interested in this tender will support our work in the following ways:

- **Boosting footfall, awareness, and spending in the city**
- **Strengthening our brand and reputation**
- **Enhancing member satisfaction and engagement**
- **Driving economic growth and development**
- **Supporting consultation and re-election for a third BID Term**

Specific projects may include:

- Publicising an **Easter activity** with our partners to drive footfall
- Promotion of our **Gift Card Scheme**
- Promotion of FOR Cardiff projects and initiatives around **safety and security**
- Promotion of **art installations** and **cultural projects**
- Promotion of projects that improve the city centre **visitor experience**
- Ensuring we have high levels of voter consolation and participation
- Helping us to be re-elected for a third term





The BID team and board have an ambitious action plan with an exciting array of projects. The right agency will have excellent contacts across press, radio and TV etc. to promote these projects to both a B2B and a B2C audience depending on the project or campaign. The successful agency will also need to have an excellent team with skill sets in-house to help us mould these plans and take advantage of opportunities.

FOR Cardiff is regularly contacted by the press to ask for opinions, and quotes – both positive and negative. We would be looking for our agency to field those enquiries and then approach us with a suggested response on how best to engage.

It is also important for our agency to be aware of our longer-term aspirations and how our communications strategy and profile need to tie into a successful re-ballot in 2026. Whilst no members of the SLT or marketing team are Welsh speakers as the BID for the capital city of Wales we appreciate and acknowledge the importance of using the Welsh language. We also have committed in our 2021-26 business plan to embracing Welsh culture more.

Finally, a large part of the role will be working closely with the Head of Marketing Lloyd Williams, and the team to help coordinate and roll out our marketing and communications strategy both B2B and B2C.

Contract Length and Reporting

We seek to enter into a continual or ad-hoc relationship with a relevant agency, with a budget of £14,400 P/A to be reviewed annually. It would involve tight KPIs for both long- and short-term goals and regular bimonthly updates to report to the Board and team.

Interested?

If that sounds like something your agency would be interested in, then we are asking agencies to put together a plan for:

- A plan to promote FOR Cardiff's key projects aims and objectives through PR to our B2B and B2C audiences as part of our member consultation process and re-election campaign.
- Boost awareness of FOR Cardiff, our value and how we provide a return on investment to our members.
- A strategy to promote why businesses should vote yes to a third term.
- A proposal of how many days a month we could work with the agency and how the budget is aligned with our goals. Please outline whether you would prefer payment per project or on a monthly basis.
- Please provide two referees whom we can contact if we wish to do so.

Presentations will take place the week of **16th December 2024** (we will be in touch to coordinate diaries to book in your slot), in that email we will also confirm the panel. Please leave an hour for this meeting.





Ideally, we would like to do these presentations in person, however, we are happy to accommodate digital meetings if that is required (please state your preference in your supporting evidence email). Presentations can last up to 20 minutes, followed by 15 minutes for panel questions. Please let us know in advance if you need access to projectors or if your team have any accessibility requirements.

Contact

Please provide details of a lead contact we can liaise with ahead of interviews.

Criteria	Weighting
Demonstrated a clear understanding of BIDs	9
Demonstrated understanding of the requirements of the brief and needs of the organisation.	15
Provided methodology for the task, with clear milestones and demonstrations of how deliverables are to be achieved.	15
Provided experience of dealing with cross sector clients including the retail, hospitality and professional services sectors.	11
Provided information on the relevant experience of key team players in the agency.	7
Experience of providing detailed reports on work taken suitable for committees and boards of directors.	3
Demonstrated experience in crisis/reputational management	10
Evidence of strong and wide contact base across Cardiff and the wider area	10
Evidence of experience with Place marketing campaigns	9
Evidence based equality, diversity, and morally focused company e.g., living wage accreditation	4
Ability to support with Welsh language translation	2
Based within an hour's commuting distance of the BID area	3
Industry awards and relevant accreditations	2

Appointment

We will look to appoint an agency by the end of December with working beginning from 13th January 2025.

