



1st December 2025

Dear Sir/Madam

Business Improvement District (BID) Levy Explanatory Notes – 2025-2026

Please find enclosed your BID levy bill for the period 1st December 2025 – 30th November 2026. You are receiving this bill because the hereditament (property) detailed falls within Cardiff's BID area, is liable to be charged the levy, and is therefore a member of FOR Cardiff. Your bill includes details of how your levy has been calculated, in the majority of cases the levy is charged at 1.06% of the rateable value of the hereditament.

As per the Business Improvement District Regulations (Wales) 2005 the levy is collected by Cardiff Council who are the billing authority for the BID. Funds collected by the council are passed to FOR Cardiff, the trading name of Cardiff BID Ltd, in their entirety. Funds received via the BID levy are used to deliver the projects outlined in the FOR Cardiff business plan which is available at www.forcardiff.com

The business plan shows projects broken into three main streams of work, Enhance, Deliver, and Represent. Following an internal restructuring these projects have been rearranged into the following five streams of work, project delivery itself remains unchanged.

- Place Marketing – promoting Cardiff as a leisure and business destination
- Place Management – operational projects to improve the city experience
- Place Shaping – longer term projects to improve the future of the city
- Member Relations – ensuring members receive a return on their investment
- Corporate Affairs – setting strategic direction and engaging externally

FOR Cardiff's board of directors have voted to increase the levy rate from 1.04% to 1.06% in line with the provision set out under point 4 of 'FOR Cardiff Levy Rules Explained' in the 2021-2026 Business Plan. Hereditaments located within managed shopping centers may see a discount applied to their levy bill – this is in recognition of the contribution in their service charge to similar services to those provided by the BID. These discounts are applied at the same level as in 24/25.

The Business Improvement District Regulations (Wales) 2005 require that certain information is shared with levy payers when bills are issued. This information is as follows:

The liability for the BID levy in the year 24/25 was £1,403,036*

The revenue received via the BID levy and additional income sources in 24/25 was spent as follows*:

Place Marketing	£356,119.89
Place Management	£413,747.59
Place Shaping	£305,138.67
Member Relations	£236,798.15
Corporate Affairs	£254,606.33
Core Costs	£287,449.73



*These figures are approximations and have been produced before the financial year end. Detailed end of year accounts are currently being prepared and will be made available to all levy paying organisations in February.

The anticipated revenue from the BID levy in 25/26 is £1.4million and along with additional income and carry forward from 24-25 that money will be spent on:

Place Marketing	£308,462.89
Place Management	£354,041.18
Place Shaping	£176,736.38
Member Relations	£237,130.36
Corporate Affairs	£226,427.44
Core Costs	£267,745.95
Contingency*	£70,000

* The contingency budget as per the 2021-2026 business plan is £93,000. In line with the terms of the 'governance and management' section of the business plan, and reflecting the previous performance of the company the board have agreed to lower the contingency budget to £70,000 per annum.

For queries related to paying your BID levy please contact brates@cardiff.gov.uk To find out more about FOR Cardiff and the projects it delivers please contact info@forcardiff.com or visit www.forcardiff.com to sign up for communications including e-newsletters.

The simplest way to keep up to date with the work of FOR Cardiff is to follow us on social media and to sign up to our e-newsletters which you can do on the homepage of our website www.forcardiff.com . In addition to this every business that is charged the BID levy has a dedicated Business Engagement Officer who is responsible for making sure businesses receive a return on their investment, if you would like to meet with your Business Engagement Officer or a member of senior leadership team you can request that meeting by emailing info@forcardiff.com.

Thank you for your continued support of FOR Cardiff. We look forward to another year of continuing to invest in creating a better city centre on behalf of our members.

Yours sincerely

A handwritten signature in black ink, appearing to be 'C. Pull', written in a cursive style.

Executive Director