



**MORE
FOR
CARDIFF,
TOGETHER
2026-2031**

The background is a blue-tinted photograph of a stadium under construction. A large, curved concrete structure is visible, with the Welsh text 'Y GWIR YN Y SE STONAS', 'Y CHYDOR HORIZONAS', and 'Y GWIRNAS AWENSING' inscribed on it. In the foreground, there are concrete pillars and a walkway. A white diagonal line runs across the image. In the bottom right corner, there are several concentric yellow circles.

AMBASSADOR TOOLKIT

Thank you for agreeing to be a FOR Cardiff ambassador at this key time ahead of the ballot for our third term.

We hope you will help us raise awareness of the ballot, the great things we have achieved together so far and the opportunities for the 2026-2031 term. We are, of course, hoping for a decisive Yes vote, but also looking to encourage a high turnout, so your efforts to amplify our communications are hugely welcome and appreciated.

There are three key stages when we are asking for your help and the first is between now and May - the Consultation period.

HOW YOU CAN HELP US DURING THE CONSULTATION PERIOD (MARCH - MAY)

Encourage people to look at the **More for Cardiff, Together** consultation document and share their thoughts and ideas with us at events by emailing – consultation@forcardsiff.com

YOU CAN DO THIS BY:



Sharing our social media content:

facebook.com/ForCardiff
instagram.com/forcardsiff
linkedin.com/company/cardiff-bid



Sharing the consultation document a couple of times on LinkedIn with one of the following posts:

“@FORCardiff is currently consulting on what it should deliver in 2026-2031. Take a look at the More for Cardiff, Together consultation document and have your say”

“@FORCardiff is proposing enlarging the capital’s Business Improvement District area to include the Bay alongside the city centre. What do you think? Take a look at the More for Cardiff, Together consultation document and have your say”

“@FORCardiff has outlined its six priorities to deliver a safer, cleaner, greener and more welcoming capital in 2026-2031. Take a look at the More for Cardiff, Together consultation document and have your say”

“The time for having your say on @FORCardiff’s proposal for 2026-2031 is up at the end of April. Take a look at the More for Cardiff, Together consultation document and have your say”





3 Attending our events and inviting others from your business, or other FOR Cardiff members. We'll email you with invitations to these events as they happen so please do keep an eye out!



4 Creating your own social media posts or blogs on one of the subjects outlined below and using our graphics/images.

IDEAS FOR SOCIAL MEDIA POSTS/BLOGS

FOR Cardiff is consulting on its third term as Cardiff's Business Improvement District. But what is a BID?

- BIDs are local, independent organisations voted for, led and funded by the eligible, normally larger, local businesses and organisations (BID members) in a defined area over a five-year term.
- Most major cities have one - some have multiple.
- With that collective investment and alongside its members and other partners, the BID delivers local improvements over and above public services to improve people's experiences of the area, largely focused on making it cleaner, greener and safer and creating additional reasons to visit.
- FOR Cardiff has delivered £12 million of improvements and reasons to visit the city centre since 2016. It is currently consulting on its planned projects for 2026-2031 with the next ballot happening this summer. As part of that it is also proposing extending its footprint to include the Bay.
- Share your thoughts on the More for Cardiff, Together consultation document by emailing consultation@forcardiff.com



The proposed BID area extension to include the Bay

- FOR Cardiff undertook an independent consultation with businesses and organisations in Cardiff Bay in Autumn 2025, which was overwhelmingly positive, so they are proposing adding the Bay into the BID footprint.
- Now is the time to unite city centre and Bay to show all that our capital has to offer, with once-in-a-generation period of transformational investment in, for example, the Crossrail and the new arena, both due to be up and running in 2028, plus major city centre regeneration projects.
- Key time for Cardiff - we have to be ready to show everything our capital has to offer, and make the most of the opportunities created by the major events we are increasingly holding and attracting - opening match of Euros 2028, Blackweir/Cardiff Castle concerts; music and sporting events at the Principality Stadium, etc.
- Take a look at DELIVERING MORE FOR CARDIFF TOGETHER 2026-2031 and feed back on what you think of plans to unite the city centre and Bay under FOR Cardiff by emailing consultation@forcardiff.com
- Share your thoughts on the More for Cardiff, Together consultation document by emailing consultation@forcardiff.com



KEY DATES 2026

JANUARY - MAY

Engaging with our existing and potential new members to gain your feedback on our proposed plans.

MID-MAY

Business Plan 2026-2031 launches. Hard copies will be posted to all voters and a digital version published on the website.

15TH MAY

Notice of Ballot: your ballot paper with pre-paid envelope will arrive in the post soon after this.

4TH JUNE

Ballot opens and you can post your vote.

2ND JULY

Ballot closes.

3RD JULY

The FOR Cardiff website and social media will publish the ballot result.



VOTE YES



FOR CARDIFF AMBASSADOR

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For more information visit
forcardiff.com/BID3ballot
[#MoreFORCardiff](https://twitter.com/MoreFORCardiff)

