



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

A blue-tinted photograph of a stadium under construction. The stadium's roof is partially visible, with the Welsh text 'Y GWIR YN HESY STONAS' and 'Y GWIR YN HESY STONAS' visible on the structure. 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 throughout the ballot period for FOR Cardiff's third term.

We hope you will help us raise awareness of the ballot, highlight our achievements and showcase the opportunities for our 2026-2031 BID term.

Now that we have completed the consultation period and have entered the ballot period, we are aiming for a decisive 'Yes' vote, in addition to encourage high turnout. Your support in amplifying our communications is greatly appreciated.

HOW YOU CAN HELP US DURING THE BALLOT PERIOD (MAY - JULY)

Encourage members to review the Delivering More FOR Cardiff, Together Business Plan and vote in the ballot which runs between 4th June and 2nd July.

YOU CAN DO THIS BY:



Sharing our social media content:

facebook.com/ForCardiff

instagram.com/forcardiff

linkedin.com/company/cardiff-bid



Sharing the Business Plan on LinkedIn with the following quotes:

"@FORCardiff has entered the ballot period for its third BID term. Review the 2026-2031 Business Plan."

"@FORCardiff has outlines its six priorities to deliver a safer, cleaner, greener and more welcoming Cardiff. Review the Business Plan for its third BID term to find out more."

"It's time to have your say on @FORCardiff's plan for 2026-2031."





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!



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 has entered the ballot period for its third BID term, 2026-2031. But what is a Business Improvement District (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 2026-2031 Business Plan. Email info@forcardiff.com



BID area extension to include Cardiff 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 the More FOR Cardiff, Together Business Plan 2026-2031.



KEY DATES 2026

KEY BALLOT DATES 19TH MAY - 3RD JULY 2026

19TH MAY

Notice of Ballot

You will receive a notice of ballot from this date. This is for information only.



LOOK OUT FOR YOUR BALLOT ENVELOPE FROM 2ND JUNE

2ND JUNE

Ballot Papers Arrive

Your ballot paper and pre-paid envelope will arrive to your business address on or after 2nd June.

2ND JULY

Ballot Closes

To ensure your vote counts, you must return your ballot paper in the pre-paid envelope to arrive by 5pm on this date.



POST YOUR BALLOT

4TH JUNE

Ballot Opens

You can return your ballot paper from this date. If you have multiple votes, please return them all. Your ballot paper must be returned VIA POST.

3RD JULY

The ballot result will be posted on the FOR Cardiff website and social media.

forcardiff.com

VISIT OUR WEBSITE TO SEE THE RESULTS

**MORE
FOR
CARDIFF,
TOGETHER**

**FOR
CARDIFF**

**VOTE
YES**

VOTE YES



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

**FOR
CARDIFF**

FOR CARDIFF AMBASSADOR

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