



## WELCOME

In this factsheet we will answer some frequently asked questions about Business Improvement Districts (BIDs) and our plans to work with you toward developing one for Cardiff City Centre.

## WHAT ARE BIDS?

A BID is an arrangement whereby businesses get together, decide what improvements they want to make in their city centre, how they will manage these and what it will cost them.

BIDs have a maximum term of 5 years, which gives them a good length of time for businesses to feel the benefit of the services and projects delivered by the BID.

BIDs deliver services and projects that are always in addition to those provided by the public agencies including Cardiff Council and Police.

BIDs are usually run by not for profit companies and are controlled by the businesses that fund them. They are run as a private sector organisation with a business mind-set.

Following extensive consultation a BID can be formed following a ballot in which businesses vote on a BID Proposal or business plan for the area.

Since the legislation was introduced in the UK in 2004, over 180 BIDs have been formed in locations including Birmingham, Sheffield, Liverpool, Edinburgh and over 30 in London.

## QUESTIONS?

Contact the Cardiff BID Project Manager, Owen Davies  
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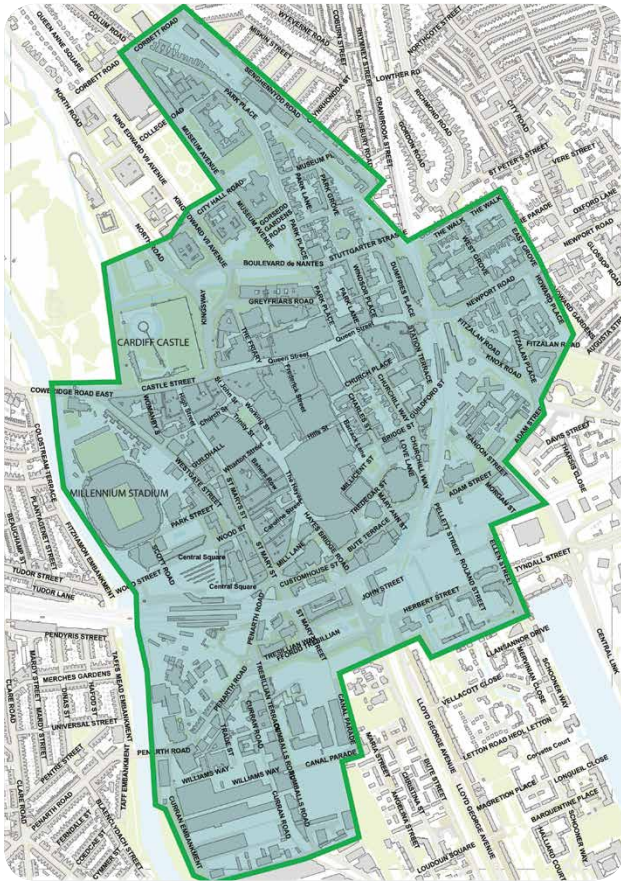
## WHAT COULD A BID MEAN FOR CARDIFF CITY CENTRE?

**For Cardiff, a BID could mean up to £5 million over five years raised and spent to invest in and enhance the City Centre.**

Cardiff is a thriving city centre of regional and national importance, yet it needs to raise its game and invest to remain competitive in the face of growing competition. A BID enables the private sector to decide the projects and services that should be delivered in their area to ensure that Cardiff has a stronger profile, attracting visitors, increasing footfall, more spending and encouraging investment.

Every pound collected through the Cardiff BID would be spent in City Centre BID area.

## CARDIFF DRAFT BID AREA



## A FEW EXAMPLES OF PROJECTS AND SERVICES THAT BIDS IN OTHER MAJOR CITIES HAVE DELIVERED ARE:

- Marketing & Promoting the City** - Through marketing campaigns to promote the city centre as a destination, to develop identity and increase spend
- Attracting Greater Footfall** - Through high quality events, family attractions
- Safety & Security** - Additional police or PCSO's, CCTV
- Business Support** - To help businesses within the BID area save money on bills and reduces their costs through joint procurement
- Increased Cleaning & Greening** - Additional cleansing of the city's streets and floral displays
- Lobbying & Advocacy** - Ensuring that the voice of business is heard strongly in the strategic development and operational management of the City Centre

It all depends on what the businesses in Cardiff City Centre BID area decide is needed to ensure that it thrives and continues to remain competitive.

## BENEFITS OF BIDS INCLUDE:

- Businesses decide, direct and control what improvements they want in their area
- Business are represented and have a voice in issues effecting their area
- BID levy money is ring fenced for use only in the BID area
- Increased footfall

- Business cost reduced through projects like joint procurement
- Raise the profile of the BID area through marketing and promotion
- Assistance in dealings with the Council, Police and other public bodies

## HOW COULD CARDIFF BECOME A BID?

Following detailed consultation with businesses in the BID area, a business plan will be produced setting out the priorities identified. All businesses within the BID area, eligible to pay the levy will asked to vote to deliver the projects and services contained within the Business plan.

A Task Group made up of local businesses and organisations reflecting the BID area will be formed to gather support for the BID. The Task Group, in line with the consultation, will also decide on how the BID budget is allocated to projects to be delivered in the BID area. For a BID to go ahead a ballot must be won on two counts: a majority by number and a majority by rateable value. This ensures that the interests of large and small businesses are protected.

A BID is funded through the BID levy, which is a small percentage of a businesses' rateable value. The majority of BIDs charge around 1.5% of rateable value to fund the improvements to their area. Once a ballot is successful the BID levy is mandatory for all eligible businesses.

## MAKING SURE IT'S RIGHT FOR CARDIFF

Throughout the term of a BID it is essential for BIDs to measure the effectiveness of the services and projects being delivered and to demonstrate to levy payers the improvements it is making to their area.

Once set up, the BID company is answerable to the businesses who pay the Levy. The BID company will be responsible directly via a board elected by the businesses. The staffing and running costs of a BID are normally kept between 16% and 20% of the total income. BIDs typically attract 20% additional income from grants and other initiatives.

## BID COMPANY

A BID only provides services that are on top of those being provided by Cardiff Council and Police, and before a BID Business Plan is produced all these services are benchmarked. Services and projects delivered by a BID are always additional in terms of type of service, frequency, quality or amount to those being delivered by public agencies.

## WHERE ARE BIDS WORKING?

In the UK there are over 180 BIDs all of which had their own bespoke BID set up to deliver the services and projects that their businesses have decided are right for their location.