

## **Cardiff BID Superfast Broadband FAQs**

### **What is the Cardiff Business Improvement District (BID)?**

A Business Improvement District (BID) gives local businesses the power to get together, decide what improvements they want to make to their city centre, how they will manage these improvements and what it will cost them. The Cardiff BID was established in 2016 with the aim of improving the trading environment of Cardiff City Centre.

### **What investments are being made in Cardiff?**

It is early days for the Cardiff BID but the aim is to undertake targeted investments to make the city centre vibrant, influential, and welcoming to visitors. That is, providing a clean, safe capital city that's lively and entertaining where businesses can work together and access the right resources.

Projects undertaken by the BID kicked off with a Christmas cleansing and waste clearance drive. Cardiff Ambassadors dedicated to ensuring the city centre is a safe, secure and managed environment are being hired. We're also investing in infrastructure and pilot broadband improvement to the Castle Quarter area.

### **Why broadband?**

Large businesses in Cardiff City centre have easy access to industrial quality broadband offering very high speeds and bullet-proof service levels but high speed broadband at a price point accessible to smaller businesses doesn't exist. BT and the Cardiff BID therefore will co-invest in the building of fibre broadband infrastructure around the Castle Quarter area of Cardiff. This area was chosen as it contains a large concentration of small businesses who have requested high speed broadband. It is not unusual for BIDs to co-invest in this way in other parts of the UK, with Sutton Coldfield and Crawley undertaking similar schemes.

### **When will I see improvements?**

During spring 2018. It is expected all businesses will receive a 50mbps minimum speed.

### **But I have issues today, what can I do in the meantime?**

Any service your business has today should be reliable. If you feel it is not reliable, ensure you contact your Internet Service Provider (ISP). They should be able to advise in a number of ways including where to place your router to maximise signal strength. Your IT provider should also be able to help.

### **What will I be able to do once higher speeds are available?**

With high speed fibre broadband available, your business will be able to increase revenue, productivity and reduce costs. Welsh Government have a broadband exploitation team called Superfast Business Wales and their website highlights benefits to sectors such as retailers at: <https://businesswales.gov.wales/superfastbusinesswales/>.

### **Where can I get advice on how to exploit high speed broadband?**

For independent advice, you can contact a Superfast Business Wales advisor. Their phone number is: 03000 603 000.