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Cyngor Bwrdeistref Sirol Pen-y-bont ar Ogwr
Bridgend County Borough Council



Swyddfeydd Dinesig, Stryd yr Angel, Pen-y-bont, CF31 4WB / Civic Offices, Angel Street, Bridgend, CF31 4WB

*Rydym yn croesawu gohebiaeth yn Gymraeg.
Rhowch wybod i ni os mai Cymraeg yw eich
dewis iaith.*

*We welcome correspondence in Welsh. Please
let us know if your language choice is Welsh.*



**Cyfarwyddiaeth y Prif Weithredwr / Chief
Executive's Directorate**

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Gofynnwch am / Ask for: Mark Anthony Galvin

Ein cyf / Our ref:

Eich cyf / Your ref:

Dyddiad/Date: Wednesday, 4 September 2019

Dear Councillor,

SPECIAL CABINET

A Special meeting of the Cabinet will be held in the Council Chamber, Civic Offices, Angel Street, Bridgend, CF31 4WB, on **Tuesday, 10 September 2019 at 09:30.**

AGENDA

1. Apologies for Absence
To receive apologies for absence from Members.
2. Declarations of Interest
To receive declarations of personal and prejudicial interest (if any) from Members/Officers in accordance with the provisions of the Members' Code of Conduct adopted by Council from 1 September 2008.
3. The Bridgend Business Improvement District Alteration Proposal 3 - 32

Yours faithfully

K Watson

Head of Legal and Regulatory Services

Councillors:

HJ David

CE Smith

Councillors

PJ White

HM Williams

Councillors

D Patel

RE Young

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BRIDGEND COUNTY BOROUGH COUNCIL
REPORT TO SPECIAL MEETING OF CABINET
10 SEPTEMBER 2019
REPORT OF THE CHIEF EXECUTIVE OFFICER

THE BRIDGEND BUSINESS IMPROVEMENT DISTRICT ALTERATION PROPOSAL

1. Purpose of Report.

1.1 The purpose of this report is to seek Cabinet approval:

- 1.1.1 To note the contents of the report and approve the financial arrangements as detailed within it.
- 1.1.2 To delegate authority to the Leader of the Council to cast the Council's votes in the BID ballot. The report recommends that the Authority agree to vote Yes in favour of the alteration ballot.
- 1.1.3 Upon there being a successful BID alteration ballot (and the required formalities under the Business Improvement Districts (Wales) Regulations 2005 having been complied with), delegate authority to the relevant Chief Officers to approve and finalise and execute the terms of the deed of variation to the Baseline Services Agreement and the Operating Agreement with the BID Company.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

- 2.1 This report assists in the achievement of the following corporate priority:-
Supporting a successful economy – taking steps to make the county a good place to do business, for people to live, work, study and visit, and to ensure that our schools are focused on raising the skills, qualifications and ambitions of all people in the county.

3. Background.

- 3.1 Reports presented to Cabinet on 10th May 2016 and 7th June 2016 - detailed the process of establishing the Bridgend Business Improvement District (BID).
- 3.2 The ballot, which proposed establishing a BID for the CF31 area, was held in September 2016. Following a 'yes' vote the BID and the CF31 Business Improvement District Company Ltd ("The BID Company") who manages the BID was established and has been in operation since 1st October 2016.

4. Current situation / proposal.

- 4.1 The BID Company has been delivering a programme of targeted projects and services within the CF31 area. With the term of the current BID due to end on 30th September 2019 the BID Company is now seeking to alter the terms of the current

BID and extend it for a further 5 years. To alter the arrangements, legislation requires that an alteration ballot must be held.

- 4.2 In advance of the proposed alteration ballot, the BID Company has been consulting with its board of directors and the BID levy payers on the proposals for the 2019 – 2024 manifesto (attached at Appendix 2 to this Report).
- 4.3 In order to hold an alteration ballot, the BID Company is required to serve a notice upon the Billing Authority under Regulation 4(2)(a)(ii) of Business Improvement Districts (Wales) Regulations 2005 (“the Regulations”) along with supplementary documentation requesting the Billing Authority to instruct the Ballot Holder to hold an alteration ballot. Under the Regulations, the Council is the Billing Authority and the Returning Officer for the Council is the Ballot Holder.
- 4.4 The BID Company has served the Notice referred to in paragraph 4.3 and supplementary documentation as required under the Regulations. The alteration proposals have been reviewed and it is considered that they do not conflict with any other policy formally adopted by and contained in a document published by the Council.
- 4.5 Following receipt of the Notice and supplementary documentation, in order to comply with its statutory obligations, the Council instructed the Returning Officer as Ballot Holder to hold the alteration ballot. The Ballot Holder has commissioned UK Engage to conduct the ballot on the Council’s behalf. This company has previously carried out ballots for the Council when there has been insufficient capacity for the Council to undertake the work.
- 4.6 The alteration proposals propose that the current BID arrangements be altered in the following manner:
 - Boundary - the BID Boundary be redrawn and a map of the boundary under the alteration proposals is attached at Appendix 1 to this Report.

The following streets are included in the BID area in whole or in part:
Adare Street, Angel Street, Boulevard de Villenave d’Ornon, Brackla Street, Brewery Lane, Caroline Street, Cheapside (not including the most Eastern part of Cheapside where the Asda store is located), Court Road, Cross Street, Derwen Road, Dunraven Place, Elder Street, Langenau Strasse, Market Street, Merthyr Mawr Road, Nolton Street numbered 1,2,3,4,5,6,7,8,9,10,11,11a,12,13,14,15,16,18,20,22,24,26, 34-36,38-40,42a,44 including Nolton House and Nolton House car park, Quarella Road, Queen Street, Station Hill, The Rhiw, The Rhiw Centre, Water Street and Wyndham Street

- Rateable value – the rateable value of hereditaments within the boundary is changed from £6,000 to £5,000.
- The Levy payment is increased from 1.25% to 1.5%
- The proposed BID term will be five years in duration from 1st October 2019 to 30th September 2024.

4.7 Each separate property occupied or owned by a business ratepayer (referred to as a hereditament) attracts a vote. To be successful the vote must meet two tests as set down in the Regulations:

- The first condition is that a majority of the persons voting in the alteration ballot have voted in favour of the alteration proposals.
- The aggregate of the rateable values of each hereditament in respect of which a person voting in the alteration ballot has voted in favour of the alteration proposals exceeds the aggregate of the rateable values of each hereditament in respect of which a person voting in the alteration ballot has voted against the alteration proposals.

4.8 The legal requirements for holding an alteration ballot under the Regulations are shown in the below timetable, incorporating the dates as set out in relation to this alteration ballot.

4.9 Ballot timetable

Action	Regulation Requirement	Alteration Ballot
Publication by Ballot Holder (the Returning Officer) of Notice of alteration Ballot and comply with the requirements of Paragraph 3 of schedule 2 of the Regulations. Copy notice of ballot sent to the National Assembly	Latest day: 42 days before ballot day	Thursday 8 th August 2019
Dispatch of ballot papers	Latest day: 28 days before ballot day	Thursday 22 nd August 2019
Ballot Day	the day determined in accordance with paragraph 2 of Schedule 2 of the Regulations	Thursday 19 th September 2019
Counting of votes	As soon as practicable after the ballot day	After 5pm on Thursday 19 th September 2019
Declaration of result	Results must be certified in accordance with paragraph 17 of Schedule 2 of the Regulations. Following certification, the ballot holder must make forthwith a declaration of the matters certified and as soon as reasonably practicable give public notice of the matters certified	Friday 20 th September 2019
BID start date	The BID arrangements come into force on the day	Tuesday October 1 st 2019

	set out in the BID alteration proposals.	
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- 4.10 The alteration ballot will take place between August 22nd – September 19th, with publication of the result targeted for September 20th.
- 4.11 If the ballot is successful the BID Company and the BID will continue to operate on the basis of the alteration proposals until 30th September 2024. If a No vote is recorded the BID Company and the BID will cease to operate on 30th September 2019.
- 4.12 The Council is now in a position to make a decision on how to cast its vote in the forthcoming BID alteration ballot.
- 4.13 The Council has six separate hereditaments with a total rateable value of £869,750 (see paragraph 8.2 of the report). The annual levy liability under the alteration proposals is £13,046.25 at 1.5%.
- 4.14 A BID for Bridgend remains an important tool in stimulating economic development of the town centre. The investment made by the businesses through the levy helps to address some key issues that currently affect the success of the town. Importantly it gives the business community a greater sense of ownership enabling them to play a role in transforming Bridgend into a better place to do business.
- 4.15 Successful BID's are proven to create a cohesive business community, encourage private sector creativity to tackle problems and improve communication between business and councils.
- 4.16 It should be noted that Welsh Government is committed to the creation of BIDs in town and city centres and regards them an important part of the regeneration process.
- 4.17 It is the view of officers that the current BID has improved the vitality and viability of the town centre and therefore recommends to Cabinet that it approves the BID continuing in Bridgend Town Centre on the basis of the alteration proposals.

Formal Agreements

- 4.18 In accordance with the Regulations, a series of agreements between the Council and the BID Company must be put in place following a successful BID ballot:
- 4.18.1 Baseline Service Agreement – this defines the level of service delivered by the Council to the BID area. Under the Agreement, the Council shall notify the BID Company of any changes to the services during the term of the BID. The purpose of the Agreement is to reassure businesses that they are not paying the BID levy for existing services. The current Baseline Service Agreement will continue in the event of a Yes vote but on the basis of the alteration proposals. A draft Baseline Service Agreement was available before the ballot but the finalised terms of the Agreement will be negotiated with the BID Company, following the result of a successful ballot. On the basis that the BID ballot is successful, the Baseline Services Agreement will be varied and completed.

4.18.2 Operating Agreement – this document is an agreement between the BID Company and the Council in respect of the administration, collection and enforcement of the BID levy. The Council is the local authority with legal responsibility to set up the BID financial account and provide the invoice, billing and collection of the Bridgend BID levy. The Council's costs and expenditure in carrying out this work are in accordance with the Regulations deductible from the collected BID levy. There is a requirement under the Regulations for to keep a BID Revenue Account. The current Operating Agreement is due to end on 30th September 2019 therefore the Council and the BID Company must enter into a new Operating Agreement in the event of a Yes vote. In the event of a No vote, the current Operating Agreement will cease on 30th September 2019. The finalised terms of the Operating Agreement will again have to be negotiated with the BID Company and shall be finalised following the result of a successful ballot. The Council must pass to the BID Company the levy collected on its behalf. The financial risk associated with non-payment of the levy rests with the BID Company, not the Council.

Next steps

4.19 Following publication of the result of the alteration ballot and in the event of the result being a Yes vote, the Operating Agreement and the variation to the Baseline Service Agreement can be finalised and executed by the Council and the BID Company (see paragraph 4.18 of this report)

4.20 The Council in its capacity as the Billing Authority under the Regulations is required to put in place arrangements for collection of the levy following publication of the result. This will entail the renewal and revision of appropriate billing software. This cannot be done until after the result, but will be arranged and put in to effect as soon as practicably possible.

5. Effect upon Policy Framework & Procedure Rules.

5.1 There is no effect upon the policy framework or procedure rules.

6. Equalities Impact Assessment

6.1 There are no direct equality implications to this report.

7. Well-being of Future Generations (Wales) Act 2015 Assessment

7.1 The Well-being of Future Generations (Wales) Act 2015 sets out seven Well-being Goals which aim to make a positive impact upon the social, economic, environmental or cultural well-being of the area or community concerned. This report aligns with the following Well-being Goals:

- A prosperous Wales - within Bridgend County Borough the retail sector creates employment opportunities, with a significant number of those located within the town centres of Bridgend, Porthcawl and Maesteg.
- A healthier Wales – a visit to a town centre benefits people's well-being through increased social interaction and physical exercise.

- A more equal Wales – town centres aim to be places which promote diversity and offer equal opportunity regardless of a person’s background or circumstances.
- A Wales of cohesive communities – vibrant town centres which provide a broad range of shops and services in an attractive, safe environment are essential to the future of local communities
- A Wales of vibrant culture and thriving Welsh language – town centres help protect the nation’s cultural identity through their architectural heritage and are places which can encourage the use and promotion of the Welsh Language.
- A globally responsible Wales – retaining local shops and services reduces the need for private vehicle use and actively promotes public transport links
- A Resilient Wales - creating support opportunities within towns to enable retail and commerce to respond to and withstand economic uncertainty and changes in shopping habits and demand for services.

7.2 In addition, the report is also consistent with the five ways of working as defined within the sustainable development principle in the Act:

- Long Term - Continued investment in town centres contributes to the viability and sustainability of local communities. Although the nature and role of town centres is constantly evolving, they must strive to be places which remain relevant and improve people’s quality of life;
- Prevention – The aim of regeneration initiatives and Town Centre Management is to avert the decline of town centres and enhance them as significant places within local communities;
- Integration - The vitality of town centres contributes to the prosperity, health and cultural identity of Wales and is therefore central to the Act;
- Collaboration - Town Centre Management works in partnership with Town Councils, local organisations and businesses to encourage community engagement and promote the town centres. Within the Council it acts as a conduit to focus existing Council resources upon town centre issues;
- Involvement – By their nature town centres promote social interaction and should be places where diversity and equality are encouraged and celebrated.

8. Financial Implications.

8.1 As a business rate payer within the proposed BID area, there are financial implications for the Council in the event of a “yes” vote.

8.2 Within the proposed BID area there are six properties in the Council’s ownership. The table below identifies the properties concerned, the rateable value and the levy. The levy payable would be fixed at the time of ballot for the duration of the BID. The levy would be paid annually for five years.

<i>Hereditament</i>	<i>Rateable Value</i> £	<i>Levy Payable</i> £
<i>Civic Offices, Angel St</i>	505,000	7,575.00
<i>Car Park No 1, Brackla St</i>	12,750	191.25
<i>Ground & First Floors Ravens Court</i>	180,000	2,700.00

<i>Car Park West side, Brackla St</i>	<i>52,000</i>	<i>780.00</i>
<i>Bus Station, Market St</i>	<i>52,500</i>	<i>787.50</i>
<i>Rhiw Car Park</i>	<i>67,500</i>	<i>1,012.50</i>
Total	869,750	13,046.25

Note: Currently there are six stalls in the indoor market that the Council are liable to pay the levy on. If these should become occupied then the ratepayer will be become liable for the BID.

8.3 There are a number of costs associated with the BID ballot process and ongoing costs in the event of a 'Yes' vote.

	Item	Yr 1 £	Yr 2 £	Yr 3 £	Yr 4 £	Yr 5 £
1	Ballot costs	4,059.65	N/A	N/A	N/A	N/A
2	Consultancy from software company to set up new BID area from 01/10/19	5,500	N/A	N/A	N/A	N/A
3	License agreement for BID software	2,700	2,700	2,700	2,700	2,700
4	Collection costs rechargeable to the BID	10,000*	10,000*	10,000*	10,000*	10,000*
	Total	22,259.65	12,700	12,700	12,700	12,700
	Total cost to BCBC	12,259.65	2,700	2,700	2,700	2,700

** The collections costs set out in 8.3 item 4, are subject to negotiation as part of the Operational Agreement negotiations that take place following a successful ballot. It is anticipated that £10,000 will be minimum recharge value.*

8.4 The Councils levy cost for the hereditaments set out in paragraph 8.2 will be paid from the Regeneration Services budget, as will the non-rechargeable costs set out in paragraph 8.3 above.

8.5 Under the Regulations the Council is able to recover the cost of holding the alteration ballot from the BID Company in the event that the number of persons voting in the ballot who voted Yes is less than 20% of the persons entitled to vote and the proposals were not approved or the alteration ballot is declared void by the National Assembly for Wales due to a material irregularity caused by the actions or omissions of the BID Company. If this should occur, the Council intends to recoup the costs of the alteration ballot from the BID Company in accordance with the Regulations.

9. Recommendation.

9.1 Cabinet is recommended to:

- (i) Note that the BID alteration proposals and supplementary documentation have been submitted to and approved on behalf of the Council, as complying with the requirements of the Regulations.

- (ii) Note that following receipt of a notice from the BID Company that the Council should instruct the Returning Officer to hold a BID alteration ballot, the Council instructed the Returning Officer to hold a BID alteration ballot by way of delegated power.
- (iii) Approve the financial arrangements detailed in paragraphs 8.2 and 8.4 of the report.
- (iv) Agree to vote in favour of the Bridgend Business Improvement District alteration proposals in the BID alteration ballot.
- (v) Delegate authority to the Leader of the Council to cast the Council's votes in the BID alteration ballot.
- (vi) Upon there being a successful BID alteration ballot (and the relevant certification and publication notice required by the Regulations having been undertaken), delegate authority to the Chief Executive Officer in consultation with the Head of Legal and Regulatory Services and the Section 151 Officer to approve and finalise the terms of the deed of variation to the Baseline Services Agreement with the BID Company and to arrange for the Head of Legal and Regulatory Services to execute the deed of variation to the Baseline Service Agreement.
- (vii) Upon there being a successful BID ballot (and the relevant certification and publication notice required by the Regulations having been undertaken), delegate authority to the Section 151 Officer in consultation with the Chief Executive Officer and the Head of Legal and Regulatory Services to approve and finalise the terms of the Operating Agreement with the BID Company and to arrange for the Head of Legal and Regulatory Services to execute the Operating Agreement.

Mark Shephard
Chief Executive Officer
Date – 10 September 2019

Contact Officer: Delyth Webb
Group Manager Strategic Regeneration

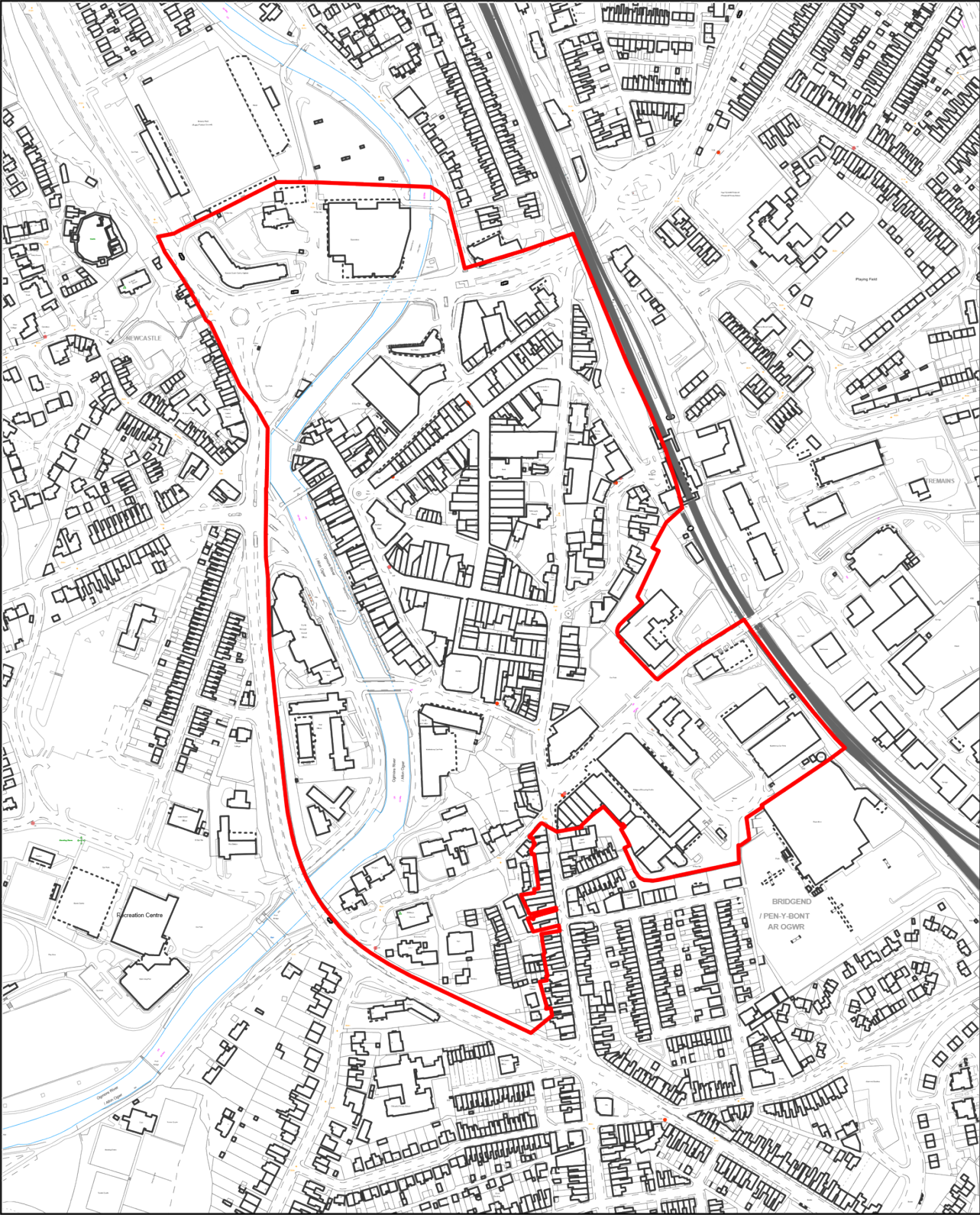
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Background documents

BID Arrangements Document
Draft Baseline Services Agreement
Draft Operating Agreement
Cabinet Report of 10th May 2016
Cabinet Report of 7th June 2016





CF31

**CREATING
A BRIGHTER
BRIDGEND**



Members of the Bridgend BID attending a social media workshop.

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A MESSAGE FROM THE CF31 CHAIR



Felicity Ladbrooke
Chair, CF31 BID Board of Directors

A good start, and much more to do...

In 2016 we stated that “building a brighter future for Bridgend needs commitment from us all”. We made a number of pledges to work to increase visitors, improve parking, enhance the image, reduce vacant properties, tackle anti-social behaviour and strengthen business’ voice. Two thirds of the town’s businesses believed that this made up a credible programme and voted in favour.

Since then we have begun delivering on these pledges. In the next pages we set out both what has been achieved and the work that still needs to be done.

All this has been played out against an extremely challenging backdrop for town centres up and down the country. People’s habits are changing. Traditional high streets are not just competing with one another for attention, but with out-of-town centres and of course the internet. That’s why we need to offer more to attract users back into the centres. Each business needs to address this individually, but we firmly believe that we also need to do so collectively, as our future prosperity relies to a large extent, on being seen as an attractive place to visit, work and invest in.

Bridgend’s challenges have not arisen overnight, and the desired turn-around will take some time to deliver. In 2016 the board took the view that it would be right to test the concept over a shorter three-year term. In line with the other Business Improvement Districts in the UK we are, this time, seeking your support at the ballot in September for a five-year term.

**“OUR FUTURE PROSPERITY RELIES TO AN
EXTENT, ON BEING SEEN AS AN ATTRACTIVE
PLACE TO VISIT, WORK AND INVEST IN”**

As you will see from the following pages there are strong ideas to build on. But we are also very aware that we do not have all the answers. For the work to continue we certainly need your vote at the ballot.

And for the impact to even greater, we would value your ongoing help in the governance of the organisation. More details appear on page 14.

So please do get involved, do vote YES and help create a brighter Bridgend.

VOTE YES! FOR BRIDGEND

EVENTS & AREA PROMOTION

FIRST TERM PERFORMANCE

Too many people had stopped coming into Bridgend town centre. This risks weakening levels of support for a range of services. Our objective was clear. Promote a range of events with broad appeal that would boost footfall and make the centre a destination once again.

THE RESULTS SPEAK FOR THEMSELVES

Quotes from the public

- **Ian Moore** *"Great idea by some very industrious people."*
- **Carlie Ann Marie Jones** *"Had a fabulous day in Bridgend town meeting the dinosaurs with my 2 young boys brilliant event definitely will attend any future events. Keep it up guys!"*
- **Ann White** *"We had a great day and night at the Roots Street Festival. Well done to all the entertainment, they were all excellent, thoroughly enjoyed!"*
- **Carys Anne** *"The The Hotrods, Customs and American Car Show was a brilliant event, really enjoyable and family friendly. I really hope this will be an annual event. Thanks to all involved in putting this show together."*
- **Taste of Thailand**
Owner, Darren Hamm
"The CF31 BID promotion of local businesses has been excellent, from the business directory on the website to the Bridgend Gift Card. The Gift Card has been brilliant for us and we were on board with it straight away. It's a great way to encourage people to spend their money locally and it's so easy. More and more businesses are coming on board with it every week. We are very fortunate to have an organisation like CF31 BID which really does fly the flag for local businesses."
- **Little Bar on The Bridge**
Owner, Richard Morris
"The Roots Street Festival always brings in a great crowd. Not only do all the family enjoy the entertainment but we experience record sales on every occasion."
- **Devonalds**
Solicitor, Alex Kilby
"The BID we believe is essential to Bridgend as it helps to promote the town and increase footfall to Bridgend, which is helpful to a business such as ours. The initiatives brought by the BID provide a welcome boost to the town centre which is crucial to all local businesses."
- **South Wales Police**
Superintendent Claire Evans
"I think the CF31 Street Marshal initiative is particularly good. To have that extra reassurance for shoppers will help people to feel safe when visiting town which is what we're trying to promote."

EVENTS THAT ATTRACTED NEW AND OLD CENTRE USERS

- Dinosaurs in Bridgend - Something Has Survived!
- CF31 Christmas Market
- A Welsh Christmas Feastival
- Bridgend White Christmas 2018
- Bridgend Hotrods and American Car Show
- Dinosaurs In Bridgend 2 - The Sequel
- Classic Car Show
- Roots Street Festival Bridgend 2018
- CF31 Street Market
- Find the Perfect Gift for Mother's Day in Bridgend Town centre
- Dinosaurs In Bridgend 3 - They're Back
- Create Memories on St David's Day
- Roots Street Festival 2017
- Christmas in Bridgend 2017
- Double the Love in Bridgend this Valentine's Day



VOTE YES! FOR BRIDGEND

A STRONGER ROLE FOR BUSINESS IN BRIDGEND

FIRST TERM PERFORMANCE

No one understands the commercial heartbeat of the town better than the businesses based here, and yet many complain that their view is never sought. CF31 has changed that, placing emphasis and importance of gaining the views of businesses into all proposals and then encouraging feedback to better understand the impact of actions.

EXTENSION OF RATE RELIEF

The total costs of occupation put town centre premises at a disadvantage against other locations and web traders.

Business Rates play a major role in this and don't reflect the current realities. We have joined forces with other BIDS in Wales to campaign for an extension of business rate relief. Happily Welsh Government responded positively. Welsh BIDs now understand the opportunity to use their unique position to make the business case on a range of issues.

LOBBYING ON DE-PEDESTRIANISATION

Leading up to the formation of CF31 in 2016 de-pedestrianisation was being promoted as one way in which vibrancy could be restored in the centre. The issues have been complex and CF31 has been to the fore and through a strong collective voice for the levy payers have been able to keep this project 'on the table' and it remains a feature of the Local Authorities Targeted Regeneration Investment Programme.

FAÇADE UP-LIFTS

Another area where we are working closely with the council is on the promotion of grant aid aimed at improving the appearance of town centre properties.

FULLY FUNDED TRAINING

Teaming up with Bridgend College we have been able to provide free training to businesses in areas where they need to meet statutory requirements.

Courses have been held in first aid, food safety and fire safety.

BUSINESS AGAINST CRIME PARTNERSHIP

Through partnership working between the CF31 BID and Bridgend Business Against Crime we will deliver access to the DISC software app to every levy payer.

DISC is a set of online tools deployed by Littoralis Limited for individual local crime reduction Partnerships. DISC enables the efficient, effective and compliant collection of intelligence about offenders, managing that intelligence, and applying appropriate sanctions to the most prolific or serious offenders.

DISC provides an online environment comprising:

- a secure members-only website for the Partnership and an associated smart-phone app; through these Members can access lists and galleries of offenders and submit incident reports and intelligence reports. They can also access news, documents, alerts and other material relevant to the reduction of low-level crime and anti-social behaviour in the Partnership's locality;



- a secure online admin centre through which the partnership's administrator manages every aspect of the local DISC system, including processing incident and intelligence reports submitted by members through the website; manage the Partnership's Exclusion Schemes; add offender details to the website/app as appropriate; add and manage editorial content.

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“ALLOWING ACCESS TO THE DISC SYSTEM FOR ALL BUSINESSES WITHIN THE BID BOUNDARY WILL HELP ENSURE THE TOWN CENTRE IS MORE WELCOMING AND SAFER FOR ALL OUR VISITORS. IT WOULD ALSO SEND THE RIGHT MESSAGE OUT THAT BUSINESSES IN BRIDGEND WON'T TOLERATE ANYTHING THAT WOULD JEOPARDISE THEIR CUSTOMERS EXPERIENCE. BY SUPPORTING A SECOND BID TERM YOU WOULD BE HELPING TO ACHIEVE THIS AND MAKING BRIDGEND A TOWN CENTRE WHERE EVERYONE FEELS WELCOME”

Bridgend Business Against Crime

IMPROVING THE TOWN CENTRE EXPERIENCE

STREET MARSHAL

In our first proposal in 2016 we pledged to work towards a safer and more welcoming town centre. Our Street Marshal SJ, has been instrumental in reassuring businesses during day time hours. As well as a 'meet and greet' role he has been a point of contact for businesses reporting issues that might deter shoppers from coming to town. SJ has been an asset to the local neighbourhood police teams being able to offer intelligence and building reports that the police are able to act upon.

Superintendent Claire Evans, Bridgend Divisional Commander of South Wales Police said, *"To have that extra reassurance helps to make people visiting the Town centre feel safe"*.

PARKING AND ACCESSIBILITY

Parking and accessibility are the top concerns of many town centre users. We have addressed these directly with a number of initiatives. At the Rhiw we encouraged the Local Authority to use funding that became available from Welsh Government on a free parking initiative which we helped to market. Following this another free initiative was introduced which saw visitors enjoy their first hour free.

BUSINESS DIRECTORY

Bridgend has an incredible range of products and services on offer. We would like to see these being used more by local businesses and employees and visitors to the town. One part of raising awareness is to enhance their digital profile and our web directory is the first step along that line.

To date 420 businesses have a presence in the directory.

GIFT CARD

Another CF31 innovation that is proving successful is our Gift Card. So far 72 retailers have signed up to accept the card and we have sold in excess of £4,000 worth of credit that can only be redeemed in the town centre, creating what's becoming known as the 'Bridgend Pound'.



COMMITMENT FOR A SECOND TERM

Success at the ballot will commit CF31 to making Bridgend:

A REWARDING TOWN CENTRE

Pooling our members contributions means that we can give more back in return.

We will increase the range and reduce the costs of training opportunities for members.

We will introduce a joint procurement scheme which saves members money on a range of business expenses.

We will commission an employee loyalty card for member businesses offering their employees discounts.

We will offer a Mystery Shopping service for members.

We will discount parking for members in peripheral car parks.

A SAFER TOWN CENTRE

BID Members will be given access to the DISC software that Bridgend Business Against Crime uses to share offender information.

A SUCCESSFUL TOWN CENTRE

We will drive more footfall through increased marketing and promotion of the town through a number of channels .

We will build on our successful events programme by introducing new events alongside the established favourites.

We will market to this growing audience through our developing customer database, and directly through our Big Screen in the town centre with guaranteed free adverts each month for BID members.

An app showcasing all the businesses that are currently on the directory of the www.bridgendbid.com website will feature on visitors devices when visiting town. Through this we will be able to communicate directly with visitors alerting them to events, special offers and other promotional activity.

A WELCOMING TOWN CENTRE

We will make the experience of visiting Bridgend even more pleasurable with:

- regular parking concessions for shoppers,
- a commitment to playing our role in introducing an excellent public toilet facility at The Indoor Market,
- graffiti removal funded by CF31.

We aim to make CF31 more accessible and raise its profile through a town centre presence.

Working with partners we will explore how this facility can provide a new attraction giving people fresh reasons for visiting.

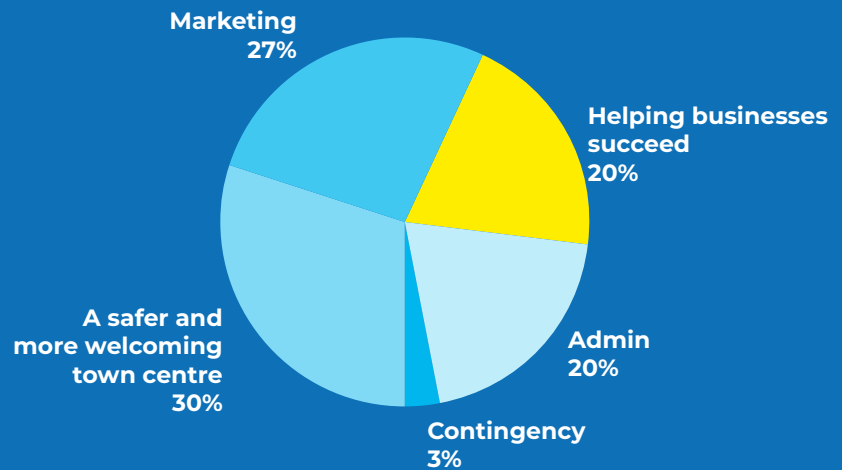


VOTE YES! FOR BRIDGEND

PREDICTED REVENUES

OVER THE NEXT FIVE YEARS CF31 PLAN TO INVEST £614,407.50 IN THE FOLLOWING AREAS

Our expenditure is reviewed at each board meeting, and audited accounts are presented to the AGM to which every Levy payer is invited to attend. If you have any queries or ideas on how our income is invested please do get in touch.



WHAT WILL BE MY LEVY CONTRIBUTION?

CF31 will be funded by a 1.5% levy on the total rateable value (RV) of all hereditaments, or business units, within the defined BID boundary with an RV of £5,000 or more. Businesses with a total RV below this threshold will be exempt but can make a voluntary contribution. The levy will be based on the RV as of 19th September 2019 (the ballot date).

Total Rateable Value	Yearly contribution	Monthly contribution	Weekly contribution	Daily contribution
£5,000.00	£75.00	£6.25	£1.44	20 pence
£10,000.00	£150.00	£12.50	£2.88	41 pence

FINANCIAL MANAGEMENT

Financial reports are considered by the board at every meeting. Audited accounts are produced every financial year and these are made available to the membership at the AGM.

THE CONSULTATION PROCESS

The CF31 board is drawn predominantly from businesses who are currently paying the BID levy. The content of the Renewal Proposal has been discussed several times at the board.

Other stakeholders present have engaged in those discussions also.

The CF31 manager has consulted widely with businesses not on the board. In particular he has contacted all those businesses who are impacted by the decisions in respect of redrawing the BID boundary.

FINANCIAL AGREEMENT WITH THE BILLING AUTHORITY

CF31 proposes to renew its Operating Agreement with Bridgend County Borough Council on the same terms as previously agreed in respect of the first three year term.

YOUR QUESTIONS ANSWERED

WHAT IS A BID?

A BID is a business-led and funded partnership, where businesses within a defined area invest money together to make the improvements they identify for their trading environment. The money generated is targeted only at the CF31 programme.

HOW IS IT FUNDED

CF31 will be funded by a 1.5% levy on the total rateable value (RV) of all hereditaments, or business units, within the defined BID boundary with an RV of £5,000 or more. Businesses with a total RV below this threshold will be exempt but can make a voluntary contribution. The levy will be based on the RV as of 19th September 2019 (the ballot date).

HOW DO I FIND OUT HOW MUCH I AM LIABLE TO PAY?

You can calculate your levy by multiplying your RV by 1.5%. Please feel free to contact BID manager Justin Jenkins to talk through the business plan and discuss how much you will contribute. Justin can be contacted on 07572 409570 or justin@bridgendbid.com.

AM I ELIGIBLE TO VOTE IN THE BID BALLOT?

If your business is within the defined BID boundaries and has a rateable value of £5,000 or more, you will be eligible to vote and thus pay the BID levy, if the ballot returns a "YES" vote.

HOW DOES THE BALLOT WORK?

The BID can only be set up after a successful ballot of businesses in Bridgend. On 22nd August you will be sent a ballot paper by post asking whether you support the formation of the BID. To be successful, the ballot must pass on two majorities:

- by the number of businesses voting (over 50% of votes cast must vote YES),
- by the total RV (over 50% of the total RV of all votes cast must vote YES).

WHO PAYS?

If both conditions are met in the ballot, that it is approved by a majority of the number voting and by their aggregate RV, the BID will begin a second term and the BID levy will become mandatory for all eligible hereditaments within the BID area – this means all those commercial premises with an RV of £5,000 or more. There are a few exceptions that can be found in the BID Arrangements section of our web site.

The BID will run for five years, 2019-24, after which a renewal ballot would be held and businesses take another vote to decide whether the BID continues or not.

HOW IS THE LEVY COLLECTED?

The BID levy will be collected on an annual basis and the borough council is commissioned to collect

the levy on our behalf. They will issue the invoice as a separate bill.

The levy will be based on the 2017 RV list as of 19th September 2019 (the ballot date). There will/won't be an increase linked to the annual inflation rate (CPI). CF31 will be clear and transparent about how it is spending the money. Updated information about income and expenditure can be made available to all members of the BID.

IS THE COUNCIL CONTRIBUTING?

Yes, both the county and town councils have a number of properties in the town centre and will be levy payers, as would other public bodies.

HOW DO YOU ENSURE SERVICES ARE IN ADDITION TO THOSE PROVIDED BY THE COUNCIL?

To ensure that services will be additional to what is already delivered, CF31 has a baseline agreement with the borough council, which details the services they currently deliver. The baseline agreements will include public conveniences, street cleansing, highways maintenance, town centre management, car parks, CCTV and licensing including taxis, alcohol, street trading and late-night food. BID funds are ONLY for projects in addition to those delivered by the local councils and can only be spent to improve the area in which they are raised.

BID LEVY RULES & ARRANGEMENTS

This Schedule sets out in further detail the technical and budgetary information relating to how CF31 (BID) in Bridgend Town centre will operate. In so far as the arrangements between the BID Company and the Council are concerned in the event of any conflict between the body of the Agreement and this Schedule arising then the Operating Agreement shall prevail over this Schedule.

DEFINITIONS

Definitions of words or terms referred to in these arrangements are those set out or referred to in The Business Improvement Districts (Wales) Regulations 2005, the Local Government Act 2003 and Local Government Finance Act 1988 unless expressly defined in this Agreement.

THE BID PROPOSER

The proposer is the CF31 Business Improvement District (BID) Ltd. It will continue as a company limited by guarantee in the event of a positive ballot result in September 2019.

GOVERNANCE

The BID will be run by the CF31 BID Company.

The Board will reflect that of the businesses in the BID area to ensure a representative body to lead the continuation of the CF31 BID. The business representatives included in this, should be drawn from all sectors to ensure balanced representation.

Between 8 and 15 directors will be appointed to serve the board and the profile will include different sectors, different sizes, multiples and independents, night and day time economy, hospitality, service and retail providers. In addition other stakeholders will be invited including a resident, community group, the Council, police and transport provider.

It is expected that theme groups will continue to operate: Improving Access and Parking, Better Marketing, Safer and Welcoming and Helping Business Succeed. These are sub-groups to the Board and are formed from BID Members, who are responsible for developing detailed project budgets for their group, which are then passed to the Board for approval. All business members are given the opportunity to be represented on these sub-groups and the Board. Additional theme groups will be set up as and when required.

MEMBERSHIP OF THE COMPANY

All BID levy payers not currently formal Company Members, will be invited to become a Member of the Company.

Those businesses who are below the threshold, or outside but adjacent to the BID area who wish to become members of the Company can apply to join. The decision to admit them or otherwise rests with the Board.

Company Members may subsequently nominate themselves for directorships or to sit on one of the BID's theme groups. The Board will manage the Executive Team, which will deliver the projects and services as set out in the BID Proposal.

VOTE YES! FOR BRIDGEND

HOW IS CF31 GOVERNED?

WHO IS CF31?

A board of directors is in place to represent the businesses in Bridgend town centre. Directors are elected by the membership, at the AGM. Some are co-opted on to the board but can only then serve in that capacity until the AGM at which they are free to stand for election by the membership.

There are also project groups drawn from local businesses, which focus on particular parts of the programme. CF31 is a transparent body with a number of checks and balances which ensure that the company is open to scrutiny from its levy payers and the community in which it operates, to maintain its credibility and reputation.

There are lots of opportunities for businesses to get involved e.g. at an AGM takes place every year.

All businesses that are eligible to vote and that pay the BID levy may become members of the company. Any member can stand for election to the board. The directors of this board must be representative of the town centre and include a cross section of stakeholders from all sectors and sizes. Businesses not elected to the board can participate through joining project groups, which oversee the individual priorities and projects such as parking offers, or marketing and promotion.

EVALUATION

Various approaches are used to measure performance and will include both quantitative analysis (using data such as crime statistics and footfall figures) and qualitative analysis (such as visitor and business surveys).

The town centre's performance and the company's contribution towards it are regularly reviewed and progress will be communicated to levy payers in the wider business community.

A key evaluation for us is feedback from our members. Along with the formal surveys undertaken we are very pleased to receive feedback at any time - contact details as on the rear cover.

BRIGDEND BID BUSINESS IMPROVEMENT DISTRICT DIRECTORS

FELICITY LADBROKE



Owner
Felicity Jewellers

"Our future prosperity relies to an extent, on being seen as an attractive place to visit, work and invest in."

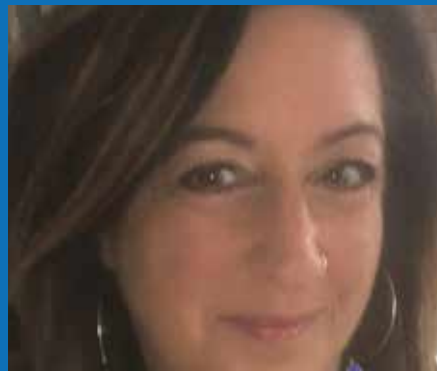
PAUL ESP



Branch Manager
Peacocks

"We at Peacocks are a multinational company who are committed to town centres, we believe a yes vote for the CF31 BID ballot is a big positive for Bridgend town Centre."

BETH DANIEL



Owner
Beth Daniel Hair Designers

"I've been impressed with how the relationship with CF31 has developed in the first three years. It's becoming clear how having an organised and resourced business community can make partnership working more effective."

DYFED MILES



Head of Commercial Property
Watts & Morgan Estate Agents

"CF31 BID has worked hard over the last 3 years to make Bridgend a more attractive place for businesses. From a professional point of view, it helps us recruit and retain staff as everyone wants to work in a vibrant area."

ALEX KILBY



Partner

Devonalds Solicitors

"The BID we believe is essential to Bridgend as it helps to promote the town and increase footfall to Bridgend, which is helpful to a business such as ours. The initiatives brought by the BID provide a welcome boost to the town centre which is crucial to all local businesses."

STUART SHAWCROFT



Area Manager

Home Bargains

"The CF31 promotion of businesses has been excellent from the business directory on the website and with the Bridgend Gift Card. It's a great, easy way to get people to spend their money locally. More businesses are coming on board every week."

ZAC SHELL



Head of Operations

Bridgend County Borough Council

"The BID has been a very positive move for the Bridgend town centre over the last three years. The local authority is delighted to have been able to work in conjunction with CF31 BID on some very positive projects during that time."

STEVE WATKINS



Owner

Watkins Menswear

"The BID gives traders a voice on important issues like the de-pedestrianisation. A yes vote will allow us, along with local government to keep up pressure on the Welsh Government to release funds so this may be a great year."

JUSTIN JENKINS



Manager

Bridgend BID

"The last 3 years has been a pleasure managing the CF31 BID. The commitment and positivity of all the Board Members is proven reassurance that there are people in our town willing to 'get stuck in' and make a difference."

BRIDGEND BID RENEWAL 2019

VOTE YES! FOR BRIDGEND



CREATING
A BRIGHTER
BRIDGEND

For more information contact

CF31 BID

The Management Office

The Rhiw Shopping Centre

Bridgend CF31 3BL

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