



**CF31**

**CREATING  
A BRIGHTER  
BRIDGEND**

**BRIDGEND BID RENEWAL 2019**





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

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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

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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

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- 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

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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

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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

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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

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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

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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

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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.

**“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

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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

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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

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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

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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

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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

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

## A SUCCESSFUL TOWN CENTRE

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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](http://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

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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.





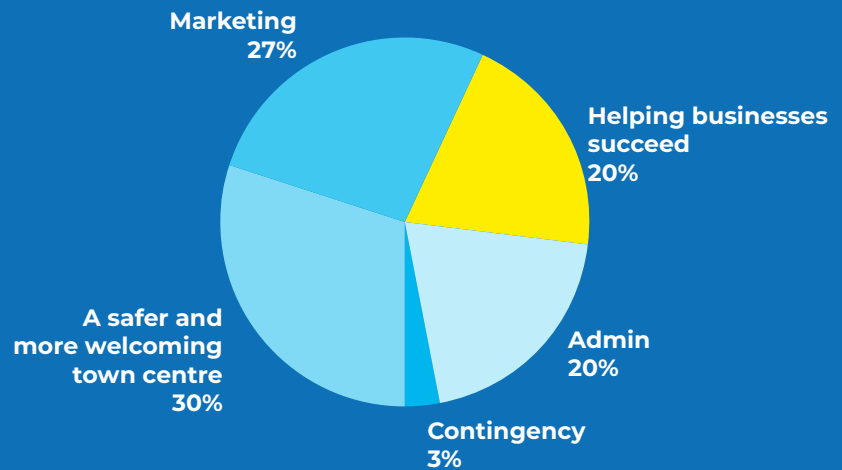
**VOTE YES! FOR BRIDGEND**



# 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
<b>£5,000.00</b>	£75.00	£6.25	£1.44	20 pence
<b>£10,000.00</b>	£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.

**VOTE  YES! FOR BRIDGEND**

# YOUR QUESTIONS ANSWERED

## WHAT IS A BID?

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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

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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?

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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](mailto:justin@bridgendbid.com).

## AM I ELIGIBLE TO VOTE IN THE BID BALLOT?

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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?

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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?

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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?

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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?

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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?

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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?

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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

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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.

# BRIDGEND CF31 BID AREA

TONDU ROAD

BOULEVARD DE VILLENAVE D'ORNON

QUAKEN ROAD

LAURENCE

TREMANNS ROAD

COURT ROAD

MARKET STREET

YORK ST

LEEHAS WYTHONAM

ADAMS STREET

DEREN ROAD

ELDER STREET

LANGENAU STRASSE

CAROLINE STREET

WIER STREET

BRIDGEMAN STREET

WATER STREET

THE RHIV

CHEEPSIDE

MERTHYR MAWR ROAD NORTH

ELKIN WYTHONAM

ELKIN WYTHONAM





# BRIDGEND BID BUSINESS IMPROVEMENT DISTRICT DIRECTORS

## FELICITY LADBROKE

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**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

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**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

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**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

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**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

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### 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

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### 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

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### 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

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### 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 implemented."*

## JUSTIN JENKINS

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### 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

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