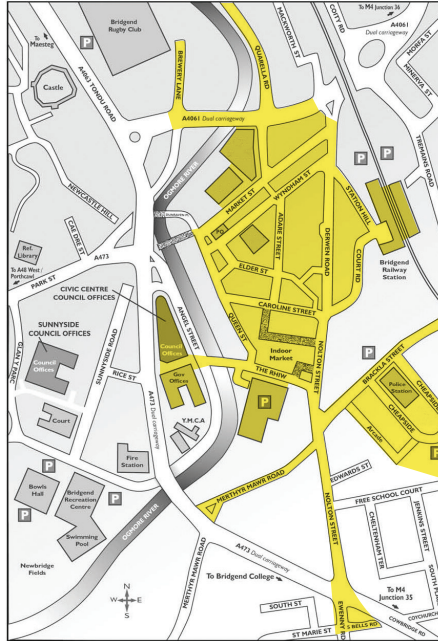


## PROPOSED BID AREA

-  **IMPROVE**
-  **INCREASE**
-  **CHANGE**
-  **REDUCE**
-  **ENHANCE**
-  **STRENGTHEN**



## CONTACT US

If you have any questions or would like to set up a one to one meeting please contact Tom Evans.

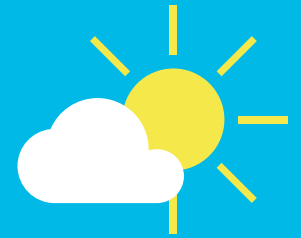
Email: [info@bridgendbid.com](mailto:info@bridgendbid.com)  
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Llywodraeth Cymru  
Welsh Government

# LET'S BUILD A BRIGHTER FUTURE FOR BRIDGEND TOWN CENTRE



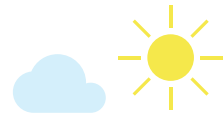
Working together to make Bridgend a better town to visit, work and live in.



CF31

CREATING  
A BRIGHTER  
BRIDGEND

# CREATING A BRIGHTER BRIDGEND



Businesses in Bridgend town centre have the opportunity of forming a new business led and business funded partnership, known as a Business Improvement District (BID).

BIDs have been established in over 200 places across the UK, with the aim of providing targeted improvements to commercial areas. These improvements are not a replacement for the council's responsibilities to the town centre, but additional business enhancements.

Businesses will have the chance to vote on the establishment of the BID and introduction of a range of new services to enhance the town centre in early 2016.

If a BID is developed in Bridgend town centre it would look to introduce a series of targeted improvements that would focus on:



# WHAT IS A BUSINESS IMPROVEMENT DISTRICT (BID)?

A BID is a business-owned, led and funded company, with four distinctive characteristics:

- 1 It is set up by a democratic ballot of all eligible businesses in the proposed BID area.
- 2 If the ballot is successful, the BID is funded through a small levy, typically between 1–1.5%, based upon the total rateable value of a business premises.

- 3 BID services have to be in addition to the services provided by the council, the police and others. The BID levy cannot be used to subsidise services paid for through business rates.
- 4 Typically BIDs last five years, at which time they can seek renewal through a further ballot.

A BID business plan will be available in advance of the ballot to provide a more detailed breakdown of the budgets and programme areas.

# GET INVOLVED

There are three ways you can get involved:

- 1 Join the steering group and help lead the process. Meetings take place every six weeks — visit [www.bridgendbid.com](http://www.bridgendbid.com) or email [info@bridgendbid.com](mailto:info@bridgendbid.com) for future dates.

- 2 Contact us to set up a one to one meeting.
- 3 We are hosting a number of drop-in sessions for businesses to find out more information about the BID and its aims — visit [www.bridgendbid.com](http://www.bridgendbid.com) for venue and dates.