

Proposal for a Business Improvement District (BID) in Bangor

DRAFT 29/6/15

Bangor BID (BID Proposer)
June 2015

1 Introduction

Foreword

Why do we need a BID in BANGOR?

A Business Improvement District, which is business led, will bring together all those who rely on the city centre for their own economic prosperity, to work collaboratively on projects, that enhance the city centre, and make a difference to their own trading environment.

There is a widespread desire to improve the appearance of the city and the surrounding area, and an enthusiasm to pursue a more effective and co-coordinated approach to the management of retail, tourism and cultural activities and events. ENSURING THAT THESE SECTORS WORK IN PARTNERSHIP IS INSTRUMENTAL TO A SUCCESSFUL AND WELL MANAGED DESTINATION.

Having listened to businesses during our consultation over the past year, your views have been integrated into this proposal. A BID is a business led initiative that gives businesses the power to manage their own operating environment, so that it directly benefits their business, their employees, and their customers. Together, businesses identify priorities and services that they think are needed to add value to existing services, and agree through a formal ballot process, to a level of investment to ensure the delivery of these.

There are currently 187 BIDs across the UK, These BIDs are designed to suit the needs of their businesses in a local area, and generally focus on:

- Improving the trading conditions for businesses,
- Increasing the competitiveness of their local area, and
- Reducing the operating costs for businesses.

From August you will be asked to vote on this proposal. If the majority of businesses support the proposal, then a Business Improvement District will be established in Bangor, and will commence from April 1st 2016. This is our opportunity to take control of the key drivers for a successful city centre, and our opportunity to make the decisions which will directly impact on your business, and make a real difference.

Haydn Davies

Chairperson Bangor Business Forum

A BID for Bangor

What is a Business Improvement District (BID)?

A BID is a specific area where businesses work together and invest in agreed services, projects and special events.

The remit of Bangor's BID has been determined and will be controlled by you, the businesses involved. As you control the BID, you play a key role in deciding which projects and initiatives go ahead for the BID's five-year term. The BID is financed by a levy of 1.5% made on the basis of your rateable value and the agreement to set up a BID is made on the basis of a postal ballot. You must vote to have your say. A BID cannot replace core public sector services and must offer clear return on investment for the levy payers.

Website: www.agbbangorbid.com

Email address: bid@gwynedd.gov.uk

Bangor BID is led by the BID Board that includes volunteer representatives from the different business sectors and organisations in the city. After consultation the group has created a five-year business plan across three key areas of activity.

The vote

Approximately 330 businesses in Bangor are being asked to vote on paying a 1.5% additional levy on business rates into a fund that will be used for activities and initiatives to deliver a more vibrant and economically successful city. The time is right for all businesses and the public sector to come together in order to provide a busier and more attractive city centre. The YES vote is supported by Gwynedd Council whose commitment to the Bangor BID is demonstrated both as a major rate payer and by supporting the development and set-up of the BID.

The businesses will have the ownership, as well as the responsibility, to ensure that money is well spent and the BID will be overseen by its Board and evaluated independently. Every penny will count. We know Bangor is a fantastic city that offers much to do, see and experience. We also know there is much that needs to continually improve, especially in the city centre. Bangor BID can make this happen.

The BID: Why?

The BID's purpose is to enable collaboration and working together to create improvement. We will work together to make our vision possible, and with Bangor BID over the next five years, the city centre will receive an investment of £635,000 as well as benefits from guaranteed levels of service delivered by Gwynedd Council.

- Over £127,000 will be raised by the BID through its levy per year.
- That's £635,000 of additional investment in the city centre over five years.

Picture what our future could look like:

By 2020, Bangor City Centre will have gone from strength to strength. Visitor numbers will have gone up. Our businesses will be thriving and the city centre will be positioned as one of the best centres for visitors, local and neighbouring communities alike.

A key part of making this happen is a “Yes” vote for Bangor BID.

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2 BID pledges

The key attractors to Bangor are Heritage and Culture, Entertainment and Shopping. This historic Cathedral and University City is investing in its unique cultural character, with the new Pontio Arts and Innovation Centre and Gwynedd Museum and Art Gallery developments. With its virtually unaltered Victorian pier and the longest high street in Wales, Bangor has much to offer residents, visitors and students alike, from its diverse shopping, leisure and nightlife offer, to its rich heritage and culture.

In winter 2014, 84 Bangor businesses were surveyed about the city centre and a BID¹. Key issues and priorities voiced by businesses during consultation included reducing the price of parking, improving the look of the city centre, and increasing footfall through events and promotion.

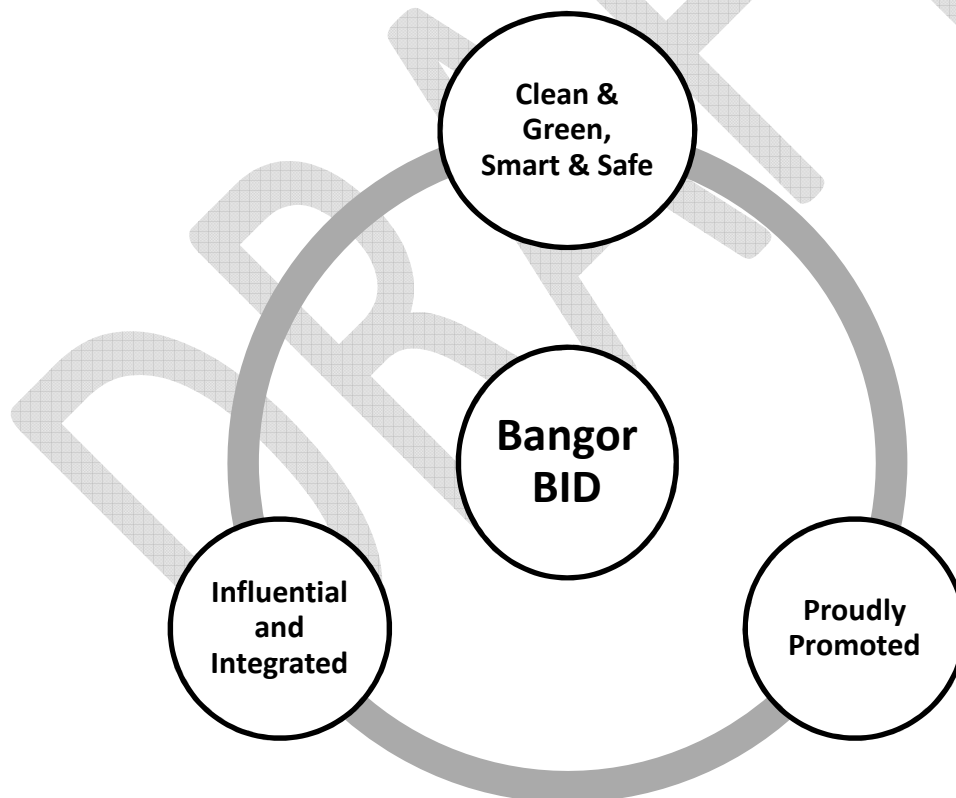
Therefore the BID's vision for Bangor as a place for **visiting, working, living and enjoying**, is for the city to be:

- **Clean & Green, Smart & Safe:** Enhancing Bangor's image by making it a more attractive and welcoming city through managing its cleanliness, and the general ambience. Monitoring and action by a rapid response street team will ensure Bangor is significantly cleaner and flowers and greenery will bring colour to the streets. This will open up the High Street to complement other significant attractions such as the Cathedral, the Bishop's Palace, the University, the new Pontio Arts and Innovation Centre and the Pier. The BID will also make Bangor City Centre a more welcoming place by supporting the day time and night time economy through crime reduction initiatives. Partnering with the University, the police and the Bangor and District PubWatch Scheme will help address anti-social behavior, littering and nuisances in the day and night.
- **Proudly Promoted:** Promoting Bangor as a great place to visit for Heritage and Culture, Entertainment, Shopping and Learning. Delivering high quality events and promotional marketing platforms will drive increased footfall and will also attract businesses to invest in the city. With an exceptional location at the head of Snowdonia and the mouth of the glorious Menai Strait, Bangor is a city that should be proudly promoted. This is our opportunity as a business community, to raise the standards and presentation of Bangor as a business, retail, and tourist destination.

¹ See section 11 for more information on the research with businesses.

- **Influential and Integrated:** This is a fantastic opportunity for the business community to directly influence how the monies raised through the levy and other streams of funding, can best be utilised, to make the biggest impact, and where visitors will see the biggest difference. By having a budget to deliver targeted advertising, and promotional activities, Bangor will be able to compete with any competitor in North West Wales. The BID will be the voice of Bangor’s business community so that businesses have a real say in the development of the city and the region. This will include working with Gwynedd Council on issues such as parking and cleaning as well as strategic development priorities. The BID will develop mutually beneficial relationships between businesses, the university and local communities, to deliver what’s best for Bangor and grow opportunities for new and established businesses.

The BID proposes to **focus on these three areas of activity**. It will produce a detailed action plan with quarterly milestones and monitoring and an annual evaluation of progress towards its targets. Once the BID is established members will be able to influence the focus of the BID in order to deliver projects under these themes that best suit the changing needs of the city centre.



3 Clean & Green, Smart & Safe

Projected BID investment over 5 years: £212,500

Improving the first impressions that shoppers, visitors and residents have of Bangor was a common theme raised in the consultation with businesses. With attractive alternatives such as Llandudno and Chester being popular destinations for shoppers, several businesses commented that there is a need for Bangor to better compete with such towns and cities to attract shoppers and visitors from across Gwynedd, Anglesey, Conwy and further afield. With the exciting Pontio development to open imminently, it is time that the city centre capitalises on the visitors the arts centre is likely to attract.

The BID will focus on the following activities under the Clean & Green, Smart & Safe theme:

- **New and additional cleaning**

We will establish a rapid response street team focused on monitoring the management and cleansing of the city centre. The aim is to ensure that the cleansing of the streets is kept to an acceptable standard, and that issues such as litter bin placements are agreed upon by all parties. The BID will provide more effective street cleaning to what is being undertaken at present e.g. more and regular cleaning as well as deep cleaning initiatives. Gwynedd Council have provided a baseline schedule of cleaning services and will sign a Baseline Agreement with the BID to ensure that BID activities are *in addition* to existing services.

- **Additional greening**

We will develop and improve the hanging baskets and planters that have been a feature of Bangor in the summer months in order to make the city a more attractive place to visit, live and work.

- **City centre information and landing areas**

The BID will concentrate on establishing attractive and welcoming entry and gateway points to the city by focusing on landing areas and key routes into the city e.g. the train station, bus station, Pontio, the University and Upper Bangor, taxi ranks and car parks. This will be via branded signage, high-quality maps and interactive Apps to direct visitors to local sites and services.

- **Shop fronts**

We will seek to improve shop fronts, including installing attractive destination marketing vinyl on empty shop windows. This would capitalise on the array of premier heritage sites that are in the Bangor area from the bridges across the Menai, Bangor Pier, Penrhyn Castle, Bangor Cathedral and Bangor University. Destination marketing would also capitalise on Bangor's excellent location to explore the northern and north eastern areas of the Snowdonia National Park.

- **A Safe Environment**

The BID will endeavour to make Bangor City Centre more welcoming for visitors, residents and students alike. By partnering with the University, the police and the Bangor and District PubWatch Scheme to tackle anti-social behaviour, littering and nuisances in the day and night,

The proposed BID will work with Gwynedd Council to support the delivery of its standard services as efficiently and effectively as possible. Working with the Authority, the BID will seek to deliver the complementary services and activities as noted above.

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4 Proudly Promoted

Projected BID investment over 5 years: £107,500

Events and Activities

The BID will support and oversee a key events programme for the city centre. Events and activities will be run in partnership with local community groups and others who will work together to engage residents and visitors, animate the streets and encourage everyone to spend time in the city centre.

The BID will aim to develop new high quality events, support and enhance existing events and maximise the benefit for the city centre. New events and activities proposed by the BID, for support and delivery by partners, may include the following:

- **St. David's Day Celebrations and High Street Race:** A full day of cultural celebrations engaging the whole community featuring plenty of Welsh music, folk dancing and food and drink. The day will culminate in the St David's Day High Street Race which will see runners in traditional Welsh costume race from one end of the High Street to the other, an event which we expect will put Bangor on the map.
- **#Bangorock Music Festival** – A city centre music festival capitalising on the number of rock bands that are based in the Bangor, Dyffryn Ogwen and North Wales, with live music events held in both Welsh and English throughout the week at different times and different venues in the BID area. This would include street music during the day.
- **Freshers' Week:** A week that truly welcomes new and returning students in to the City of Bangor. Designed and delivered in partnership with Bangor University, the week of activities will get students engaged with the best of what the city has to offer.

Other ideas we have included:

- Classic Cars on the High Street
- Christmas Market
- Lantern Parade
- St. Dwynwen's Day
- Real Ale Trail
- Outdoor Theatre
- Food and Drink Week

The BID will also establish a “**City Centre Challenge**” to engage school, college and university students from a variety of disciplines, from geography to business, music to mathematics, with their local High Street. This will include shopping and economic studies, consumer behaviour projects and supplying entrepreneurship opportunities through pop-up shops, bringing education and skills to the city centre. The BID will sponsor awards, work experience and training opportunities for all ages.

Marketing and PR

The BID will design and implement marketing and promotional activities according to plans tailored to the BID area’s various audiences. To promote the business community within Bangor, the new BID will seek to coordinate marketing activities to increase the profile of Bangor locally and further by working with local and regional partners. Where possible, the BID will seek to support, add value to existing marketing activities, and deliver new initiatives by working with partners locally and regionally. It will also look to engage with empty property owners to explore occupancy opportunities for businesses.

Visitor Welcome Plan “Warm Welcome / Croeso Cynnes”

The Visitor Welcome Plan will include a Visit Bangor website, with an accommodation and dining directory, including graduation specials. Bangor is situated in a location that is on the doorstep of an array of sites from Llandudno and Conwy to the east, Anglesey to the north, Caernarfon and Pen Llŷn to the west and Snowdonia National Park to the south. Through alignment with the wider regional destination management plan, the Bangor Visitor Welcome Plan will exploit its central location to be a base for wider regional exploration.

We will work with existing websites such as www.explore-bangor.wales to ensure that there is a comprehensive shopping and sights map (and App) of Bangor that will make it much clearer to find everything that Bangor has to offer from hidden boutiques, historic pubs, big high street names and those places for a bite to eat. With Explore-Bangor being an exciting new development for the city the BID does not want to duplicate the existing support, but aim to complement and enhance it. Bangor BID will explore ways of maximising the benefits to Bangor businesses from such websites.

BID website with a local business directory “I Love Bangor / Rwy’n Caru Bangor”

The BID will facilitate and support development of a dedicated city website for local audiences with local business information, a shopping, leisure and services directory, deals and vouchers, job vacancies noticeboard, news and events listings. The website will also provide information and updates on the progress of the BID in the city.

For BID businesses there will be a members section, including a noticeboard and forum for BID businesses. The members section will allow all businesses to discuss and raise topics and the BID manager will moderate this forum, responding to any questions, suggestions and problems. The reach of the BID website will be maximised by exposure on social media such as Facebook, Twitter and Instagram.

5 Influential and Integrated

Projected BID investment over 5 years: £168,600

The BID will seek to work with partners on both a local and regional level to represent the interests of the Bangor business community for the benefit of its members. It is anticipated that the BID will work with Gwynedd Council, Bangor University and Bangor Town Centre Partnership to raise the profile and interests of Bangor and its business community.

City Centre Liaison

Bangor BID will have an active and visible BID manager that will act on behalf of BID members to ensure that it is serving their needs. He or she will be appointed and employed by Bangor BID on a part-time basis. The BID manager will be the key point of contact for BID member businesses. The successful candidate will be a self-motivated individual possessing plenty of initiative, PR skills, social media skills, relationship management skills. He or she will coordinate the delivery of projects across all three themed areas as well as manage its day to day activities, which will include the following:

- **Project Management:** The manager will also lead on projects as well as a longer-term strategic development plan for the city. The manager's work will be overseen by the BID Board.
- **Advocate:** The manager will represent and be an advocate for BID area businesses. Engaging with external stakeholders and partners in and around the BID area, always promoting the interests of the BID and its business members
- **Liaison:** The manager will liaise with the Local Authority, City Council, Welsh Government, community organisations and other bodies, to lobby on the BID's behalf and exploit partnership opportunities. The BID manager will work with the Town Centre Partnership to ensure that their areas of activity are well integrated, add value to one another and to avoid any duplication.
- **Additional funding generation:** The manager will be responsible for attracting additional sources of income for the BID, over and above the BID levy, including negotiating sponsorship and preparing funding bids.

Growing Business

Bangor businesses and organisations have a wealth of knowledge and experience in trading and operating in the city. The BID aims to develop this and bring new knowledge and experience that is pertinent for the needs of businesses in Bangor.

- **Helping existing businesses grow and improve:** The BID will host skills and training events, including business development and training and information seminars, on topics such as law, finance, digital and social media, PR and marketing, customer insights, local supply chains and sustainability. Through its network of businesses the BID will be able to signpost members and help them access support via relevant agencies, including Business Wales.
- **New Businesses and Start-up Mentoring:** The BID will help attract and establish new successful businesses to complement the existing offer of the BID area and not duplicate existing businesses by creating more competition. This will enhance Bangor's offer to locals and visitors. It will also coordinate a mentoring scheme for retail start-ups. The mentoring scheme will offer individual support to BID area start-ups with the relevant information that they need to run their business effectively, from IT support to managing accounts.
- **Collective Purchasing:** The BID will investigate opportunities for helping businesses get better deals, by purchasing commonly bought goods and services together in order to save time and money. This could include things such as purchasing stationery and equipment, or procuring cleaning, advertising or shop improvement services. This approach has been very successful in other BIDs and will benefit BID businesses.
- **Awards:** The BID will host an awards programme. The awards will celebrate successful BID area businesses in a variety of categories such as small business of the year, entrepreneur of the year to best customer service of the year. Promotion of the awards will raise awareness of the high-quality businesses operating in Bangor. There will also be awards for local school pupils and students at colleges and the University to come up with new ideas for the city centre.

6 How will the BID deliver these changes?

Since the project to develop a BID in Bangor started over a year ago businesses have been consulted regarding the fundamental issues that are affecting Bangor City Centre.

A programme of ambitious improvements has been developed with the key aims being to make Bangor a more prosperous trading environment and to boost footfall by better competing against other successful commercial centres. Creating a BID will provide the most effective way of delivering these aims as well as to develop a united business voice.

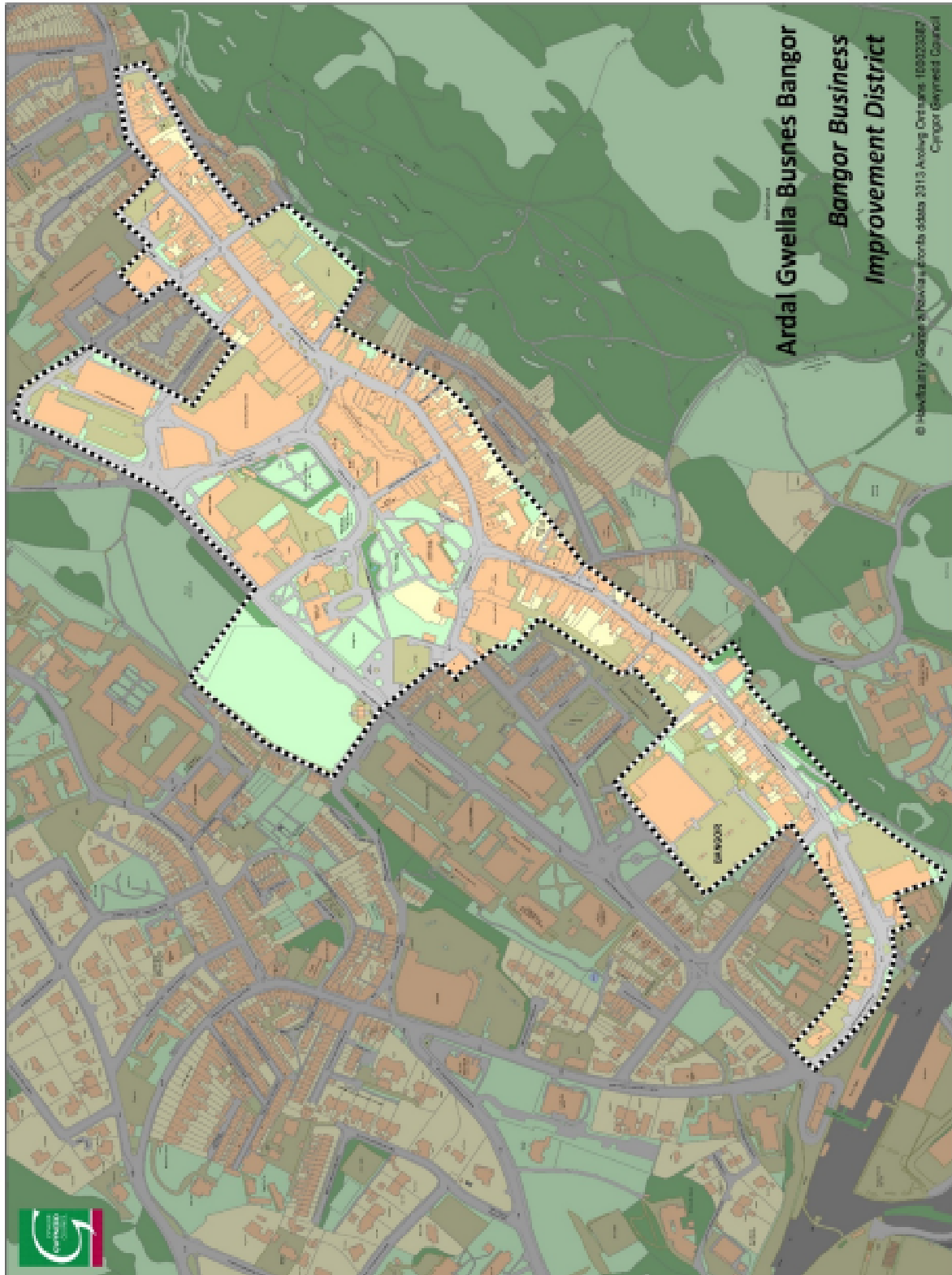
A BID is business-led, business-funded and offers businesses the opportunity to take control of the commercial centre that they are situated in to drive positive change in the area. BIDs are not-for-profit enterprises that are funded by businesses through a levy. The levy amount that we propose is 1.5% of the rateable value of a business unit (known as a hereditament). The aim is to match the levy income with additional and alternative sources of income, including grant funding.

In order for a BID to be established, a ballot must be held whereby businesses in the BID area are given the opportunity to vote for or against the proposal. If successful at ballot the BID term lasts for a period of five years, when a re-ballot is required and the process starts again. Since the UK's first BID was established in 2005, over 180 BIDs have now been formed. Currently there are three BIDs in Wales in Swansea, Merthyr Tydfil and most recently in Newport with a further 11 Welsh BIDs in development.

Success of the BID model is perhaps best illustrated by the success rate at ballot: 85% at first term, and higher still at renewal ballots. Now is the opportunity for change. Support Bangor BID.

6.1 The BID Area

The map below shows the boundary for the city centre BID. All hereditaments (properties) within the boundary are included in the BID. Addresses are taken from the National Non-Domestic Rates Database.



Streets included in full or in part within the proposed BID area are as follows:

- High Street / Stryd Fawr
- Station Road / Stryd yr Orsaf
- Ffordd Gwynedd
- Deiniol Road / Ffordd Deiniol
- Tan-y-Fynwent
- Waterloo Road / Stryd Waterloo
- Garth Road / Ffordd Garth
- Glanrafon
- Dean Street / Stryd y Deon
- Ashley Road
- Brick Street
- Mount Street
- Plas Llwyd Terrace
- Tan y Fynwent
- Ebenezer Place
- York Place
- Ffordd y Ffynnon
- Sackville Road / Ffordd Sackville

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6.2 Projected BID Budget

Bangor BID will be financed through an additional, annual levy of 1.5% of the rateable value of the business. The levy will apply to all business rate payers with a rateable value of over £2,000.

Through its levy Bangor BID would generate an income of **£127,000 per year**, or **£635,000 over the five-year term** of the BID to invest in projects and services to benefit businesses.

This would also help to leverage in additional funds from other sources including: securing grant funding and sponsorship, voluntary contributions from businesses outside the boundary and landlords. Businesses with rateable values below £2,000 may contribute voluntarily in order to be included as voluntary members of the BID.

As a levy payer you will be required to pay one annual payment towards the BID each year for five years. This annual payment will be calculated at 1.5% of the rateable value for your individual property (hereditament). So if you own a business that has a rateable value of £20,000 you will pay £300 a year to the BID.

| Business Rates 2015/16 | Rateable Value | Annual Levy | Daily Equivalent Cost |
|---------------------------|----------------|-------------|--------------------------|
| £2,410 | £5,000 | £75 | 21p |
| £4,820 | £10,000 | £150 | 41p |
| £9,640 | £20,000 | £300 | £2.05 |
| £24,100 | £50,000 | £750 | £4.10 |
| £48,200 | £100,000 | £1,500 | £8.22 |

The levy is an investment. In return for their investment, businesses will benefit from projects that they would not get without the BID. The BID company will be accountable for all monies received or generated and will be able to tell businesses what they are receiving for their investment.

- Only 33% of businesses will contribute more than £1 per day and only 10% of businesses will contribute more than £2.50 per day.

This is a **draft** budget.

| | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|---|-------------------------------------|----------------|----------------|----------------|----------------|----------------|
| | | £ | £ | £ | £ | £ |
| Levy income at 1.5% of rateable value (based on 95% collection rate) | | 127,000 | 127,000 | 127,000 | 127,000 | 127,000 |
| Core costs | Levy collection | 8,148 | 8,148 | 8,148 | 8,148 | 8,148 |
| | Management and co-ordination | 5,443 | 5,443 | 5,443 | 5,443 | 5,443 |
| | Administrative costs | 3,550 | 3,550 | 3,550 | 3,550 | 3,550 |
| | | 17,141 | 17,141 | 17,141 | 17,141 | 17,141 |
| Clean & Green, Smart & Safe | New and additional cleaning | 15,500 | 15,500 | 15,500 | 15,500 | 15,500 |
| | New and additional greening | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 |
| | Wayfinding and Landing Areas | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| | Shop fronts | 7,000 | 7,000 | 7,000 | 7,000 | 7,000 |
| | A safe environment | 3,000 | 3,000 | 3,000 | 3,000 | 3,000 |
| | | 42,500 | 42,500 | 42,500 | 42,500 | 42,500 |
| Proudly Promoted | Events and activities | 12,500 | 12,500 | 12,500 | 12,500 | 12,500 |
| | Visitor Welcome Plan | 6,000 | 4,000 | 4,000 | 4,000 | 4,000 |
| | Local Directory | 4,000 | 5,500 | 5,000 | 4,500 | 4,000 |
| | | 24,000 | 23,500 | 23,000 | 22,500 | 22,000 |
| Influential and Integrated | BID Manager costs | 14,225 | 14,725 | 15,225 | 15,725 | 16,225 |
| | Capacity building | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| | New businesses & start-up mentoring | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| | Collective purchasing | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 |
| | Awards | 4,500 | 4,500 | 4,500 | 4,500 | 4,500 |
| | | 32,725 | 33,225 | 33,725 | 34,225 | 34,725 |
| Total Expenditure | | 114,866 | 114,866 | 114,866 | 114,866 | 114,866 |
| Total Income | | 127,000 | 127,000 | 127,000 | 127,000 | 127,000 |
| Surplus / Contingency / Bad Debt | | 12,134 | 12,134 | 12,134 | 12,134 | 12,134 |
| Surplus / Contingency / Bad Debt (%) | | 10% | 10% | 10% | 10% | 10% |

The core costs include the purchase and maintenance of levy collection software, BID manager line management and office overheads

BID income

The above budget is based on the income from the BID levy only. It is anticipated that additional income will come from voluntary contributions from smaller businesses and businesses outside the BID boundary wishing to become members of the BID, possible landlord contributions, accessing grant funding and through seeking match funding from both the public and private sector.

Projected levy collection rate and budget contingency

Gwynedd Council has a business rates collection rate of 97.7% based on the last three financial years. It is recognised however that the following sources state that a lower collection rate is more prudent. The British Retail Consortium advises budgeting to be based on a 95% collection rate with a contingency of no less than 5% on all items of expenditure. For this reason, the BID levy income in the table above is based upon a levy collection rate of 95%, close to the actual Gwynedd Council rate, but still prudent. A contingency for bad debt or surplus is included at 10%, as recommended by the Association of Town Centre Management.

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7 Your Questions Answered

Why are we running a BID ballot?

To create a BID, we need to run a ballot of eligible businesses. The ballot will ask a simple question: 'Are you in favour of the proposals for the Bangor Business Improvement District? (BID)'. In order for the BID to come into existence, a simple majority of those voting must vote in favour. But their votes must also represent a majority of the aggregate rateable value of the properties that vote.

Am I eligible to vote in the BID ballot?

If your business premises falls within the proposed BID area and has a rateable value above £2,000 you are eligible to vote in the BID ballot

How will Bangor BID be funded?

If the ballot is successful, Bangor BID will be funded by an annual levy of 1.5% of the rateable value of all eligible business units situated in the BID area, regardless of whether a business voted for or against the BID. For example, if the rateable value on your premises is £10,000 you will pay £150 per annum. The BID levy will be mandatory for all eligible businesses and other bodies, including the local authority.

Levy collection

The BID levy will be collected on an annual basis and will be collected by the local authority with the business rates. Bangor BID will be clear and transparent about how it is spending the money. There will be regularly updated information about income and expenditure available to all members of the BID.

Ensuring that any BID services are additional

A BID in Bangor City Centre will be a business-led initiative with funds that will be collected and managed by you. It must provide services over and above those offered by the local authority and other statutory agencies. The Bangor BID will sign a Baseline Agreement with Bangor City Council that will establish what the local authority already delivers and will monitor this agreement.

How long will the BID last?

The BID will last for five years, meaning guaranteed investment over that period. If businesses want the BID to continue beyond five years you will make this decision through a further ballot process.

How can I be represented?

If the BID ballot is successful, Bangor BID will be reconstituted as a new not-for-profit company limited by guarantee. The first AGM is proposed to take place in September 2016 after the BID starts its work on 1st April 2016. All businesses that pay the levy can become members of the company in order to be eligible to vote. Any member can stand for election to the board. Business premises with rateable values below £2,000 may contribute voluntarily on the basis of £30/annum minimum in order to be included as voluntary members of the BID, however only members who are mandatory levy payers will have full voting rights

How is this proposal funded?

Funding was received from the Welsh Government, Bangor City Council, through the Bangor Business Forum and Gwynedd Council. Consultants were appointed to conduct a feasibility study on whether a BID for Bangor would be feasible and, if found to be feasible, to develop a proposal to be put to ballot. The costs that will be incurred in holding the ballot will be covered by Gwynedd Council.

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8 BID Governance

The development of our proposed BID in Bangor has been led by an enthusiastic group of representatives from Bangor City Council and Bangor Business Forum. If the BID receives a 'yes' vote, these individuals have agreed to take the newly formed BID company forward to the first AGM. Directors will be elected at the first AGM which will be held September 2016.

All businesses with a rateable value of £2,000 or above will be eligible to be members of the BID and can stand as a director. Those businesses who fall within the BID boundary but with a lower rateable value can make a voluntary contribution of £30 per annum in order to become members. We will establish a not-for-profit company limited by guarantee

The proposed AGB Bangor BID Cyf. Board will have the following representation:

- Small Business
- Medium Business
- Large Business
- Night Time Economy Business
- Bangor Business Forum
- Bangor University
- Community Organisation
- Gwynedd Council (non-executive board member)

Board directors will serve voluntarily. All BID levy payers will be entitled to become members of the company and may stand to be elected as members of the BID Board at its AGM. All levy payers will be asked to apply to become members of the BID company.

All levy payers will have a **stake in the BID company**, and can hold the BID company to account. The BID will also employ a **manager** to ensure projects are delivered effectively and efficiently, seek additional funding and be the main point of contact between levy payers and the Board.

The **levy** will be collected by Gwynedd Council on behalf of the BID.

Alterations to BID Arrangements

Only minor amendments can be made to the BID arrangements without seeking formal approval from the BID members. BID arrangements may be altered without an alteration ballot, as long as there is no proposal to alter:

- The geographical area of the BID
- The BID levy in such a way that would:
 - cause any person to be liable to pay the BID levy, who was not previously liable to pay; or
 - increase the BID levy for any person other than for inflation purposes as set out above.

Where BID arrangements may be altered without an alteration ballot, the alteration will be made by a decision of the full Bangor BID Board.

Performance measurement

The Bangor BID will be transparent and accountable to its members. The BID manager, in conjunction with the management board, will develop a monitoring and evaluation framework with annual targets against key performance indicators. Performance against these targets and the impact of the BID's improvement programme will be regularly monitored and reports regarding progress will be communicated to levy payers and the wider business community. There will be a clear focus on performance management, visible impacts and the ability to show excellent value for money.

9 Bangor BID Timeline

There are a number of stages to establishing a BID. Below are proposed timescales for the next steps, however the website will be kept updated with more precise dates.

| | |
|---|--|
| Notification of the postal ballot | 31st July 2015 |
| Receive voting pack | By 27th August 2015 |
| Postal ballot closes & ballot results announced | 5pm Thursday 24th September 2015 |
| Ballot results announced | Friday 25th September 2015 |
| Establish the BID company | October 2015 – March 2016 |
| BID company goes live & first levy collected | April 2016 |
| BID AGM | September 2016 |
| Year 2 AGM | September 2017 |
| Year 3 AGM | September 2018 |
| Year 4 AGM | September 2019 |
| Year 5 AGM | September 2020 |
| BID renewal ballot | December 2020 |

Bangor BID will run for 5 years from 1st April 2016 until 31st March 2021.

Ballot rules

Each business rate payer will have a vote provided they are listed on the Non-Domestic Ratings List when notice of ballot is given by Gwynedd Council and sit within the BID boundary with a rateable value over and inclusive of £2,000.

- In August 2015 the voting pack will be sent to the address of the hereditament (property).
- All votes must be returned by Thursday 24th September 2015 by 5pm.
- For the BID to go ahead two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - The aggregate of the rateable values of the “yes” votes must represent more than 50% of the total rateable value of all votes cast.
- Under the legislation, if these conditions are fulfilled payment of the 1.5% levy becomes mandatory for all eligible businesses, regardless of how they voted.
- A “yes” vote for Bangor BID will mean that the additional activities promised will start happening in April 2016. The first invoices will be sent in March 2016 in order to prepare for this.
- The BID area, the BID levy percentage and the criteria of businesses eligible cannot be altered at any stage during the five-year lifetime of the BID without a full Alteration Ballot. This is to protect ratepayers and provide certainty of BID levy costs.
- It is the intention of the BID company to trade as a not-for-profit company who will run the BID.

10 Your vote counts!

Over the past year city centre businesses have shown a great deal of enthusiasm for a Business Improvement District in Bangor. Now is the time to take a sustainable and successful approach to managing our city centre for years to come. **BACK THE BID - VOTE FOR BANGOR**

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11 Research and Feasibility

The research and development of Bangor BID has been funded by the Welsh Government, Bangor City Council, through the Bangor Business Forum and Gwynedd Council. A feasibility study was produced in December 2014 to ascertain whether BIDs would be an effective mechanism to address current city centre issues with a focus on improving trading conditions.

Based on an analysis of rateable values and a survey of businesses within the proposed BID boundary, the feasibility study concluded that establishing a successful BID is not only an exciting and valuable prospect for businesses and the wider community of Bangor, but it also concluded that it is a feasible reality. There is support and demand for the BID, it will be financially viable, it can act on the specific needs of BID businesses over the long-term and it can add value to the levy on businesses through integration, partnerships, leverage and influence.

Surveys were completed by 84 businesses, of which 65 (77%) stated that they thought a BID for Bangor was a good idea in principle and should be tested in a ballot. Only one person answered no and the remainder were not sure.

The 84 completed surveys represent a response rate of 25% of business premises within the BID boundaries. By disregarding duplicate owners, city and county council buildings, car parks, banks and ATMs, police stations, libraries, bus depots and other premises without a direct phone number or invalid contact details, the response rate was 39%. Half of those surveyed represented independent businesses.

12 Supporting Documents

Other documents related to the BID can be found on the BID website www.bangorbid.co.uk.

These include:

- The draft Baseline Agreement between the BID and Gwynedd Council, including a statement of the existing baseline services provided by Gwynedd Council.
- The draft Operating Agreement between the BID and Gwynedd Council, stating the terms how Gwynedd Council will operate as the billing and ballot authority on behalf of the BID.

Other resources include:

- The Welsh Government's BIDs Handbook
- Case studies and links to other UK BIDs

For more information on Bangor BID and to find out how you can get involved, please contact the BID chairman:

(name and contact details here)

Appendix 1: Essential Information

Who is involved?

1. The liable person to pay the BID levy is the ratepayer responsible for non-domestic rates in respect of the hereditament.
2. The BID levy will apply to all hereditaments with an NNDR (National Non-Domestic Rates) address located within the Bangor BID boundary area.
3. Businesses with a rateable value that is below £2,000 will not be eligible to pay the BID levy but may contribute voluntarily in order to become voluntary members of the BID.

Key Dates

1. The proposed BID will last five consecutive financial years from April 2016.
2. All eligible businesses will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 27th August 2015 and voting will close on Thursday 24th September 2015 at 5pm with the results announced on Friday 25th September on the BID website.

The Levy

1. The BID levy will be 1.5% of each hereditament's rateable value for the full five years as detailed in the NNDR list 2010.
2. There is no distinction to be made between occupied or unoccupied hereditaments.
3. The BID levy will not be affected by the small business rate relief scheme.
4. The local authority shall collect the BID levy and hold such sums in the BID Revenue Account.
5. The levy will be calculated for each hereditament on an annual basis and billed in time for the start of each year of the BID.
6. The levy will be charged according to chargeable day procedures. It will be based on the 2010 ratings list records for each hereditament in the BID area taken at the date when notice of ballot is given. This will ensure the completeness and accuracy of the rateable value listing used for generating bills each year.
7. The Operating Agreement will be made available on request by a potential levy payer.
8. Businesses may become liable to pay the levy where they were not previously, for example where a hereditament in the BID area that was absent from the ratings list is subsequently added.
9. The chargeable period will be the BID term of five years from 1st April 2016. No account will be taken of the rating revaluation in 2017, unless a hereditament is shown in that list for the first time, in which case the rateable value shown in that list will be used. The exception will be any change of use or a physical change to a property or hereditament.
10. The non-payment of the BID levy will be pursued via all available mechanisms.