



# **Business Proposals- 3rd term**

## **1 April 2026 – 31 March 2031**

Submission to Cyngor Gwynedd on Tuesday 16 September 2025

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### **1 BID Proposer**

The BID proposer is HWB Caernarfon, a not-for-profit company limited by guarantee set up in 2013 (registered in England and Wales company number 09959600) to oversee HWB Caernarfon BID. The articles of association are available on request.

HWB Caernarfon will deliver the third term business plan should the BID be voted in at the forthcoming ballot.

## **2 BID Business Plan**

A copy of the BID Business Plan (appendix 1) will be issued to all BID levy payers by 5 December 2025.

Established in 2016, HWB Caernarfon is a Business Improvement District, funded and led by businesses to deliver initiatives for the benefit of Caernarfon. Our mission is to promote the town and provide business support to our members, support events and festivals, welcome visitors, help to maintain an attractive town centre, and working in collaboration with local businesses and key organisations to drive improvements.

To achieve our mission, HWB Caernarfon will focus on four key themes as prioritised by our members (80% of the businesses consulted voted all four themes as essential or important) with funds allocated as appropriate and in line with the budget in the business plan:

1. **Proudly Promoted:** raising Caernarfon's profile, increasing footfall and visitor spend, benefitting our businesses and community.
2. **Clean, Green and Eco-friendly:** creating a vibrant, attractive, appealing, accessible town, and a unique experience to our visitors.
3. **A Safe Place:** promoting wellbeing, providing safe spaces, and a welcoming environment for our visitors and residents alike.
4. **Together Stronger:** providing quality support to our members, working collaboratively with stakeholders, ensuring inclusivity.

## **3 Financial and Governance Arrangements**

To view the outline five-year budget for HWB Caernarfon, governance arrangements and rules for who is liable for the levy, see the business plan at appendix 1.

## **4 Levy Payer Consultation**

HWB Caernarfon continually consults with businesses on the issues affecting them and the town centre more generally, with ample opportunities for our members to provide us with their feedback, proposals and ideas.

- A minimum of quarterly e-newsletters are sent out to the 120 registrants that have signed up to receive our digital bulletins.
- 12 newsletters have been issued in the last twelve months.
- Useful Information was enclosed along with the members' 2025/26 levy bill, including a financial information document and a flier highlighting achievements and plans for the year.
- We use social media to communicate with levy payers and the wider community.
  - 4,735 followers on HWB Caernarfon's Facebook.
- HWB Caernarfon's manager is regularly around town, visiting and liaising with the businesses.

- 4 pop-in sessions were held in June and July 2025, where there was an open invitation for businesses to come and speak with our manager and a Board Director member.
- All members are invited to HWB Caernarfon's Annual General Meeting. The latest took place at Caernarfon Sailing Club on 9 July 2025.

Additionally, HWB Caernarfon undertook two surveys as part of its third term consultation process:

i) Snapshot survey in February 2025 conducted by the HWB Caernarfon team to assess early appetite for the BID and an indication of likely BID 3 projects to explore further.

ii) Extensive survey in June and July 2025 (see appendices 2 and 3) conducted by *Lafan Consulting*, indicating the likely content of the third term business plan.

The consultation also included details of the BID's main second term activities and achievements.

Results from the surveys provides confidence and confirmation to the Board that there is an excellent mandate to forge ahead with writing the business plan and taking the BID through to ballot for a third term.

The report from *Lafan Consulting* based on the survey feedback is included in appendix 3.

## **5 Voters Database**

HWB Caernarfon has received updated data from Cyngor Gwynedd on 12 June 2025 detailing the names and addresses of all the hereditaments liable to pay the BID levy.

A further database will be requested in December 2025 to finalise the voter list prior to the notices of ballot being issued. Information has only been used for the purpose of renewing the BID in line with good data protection practices.

A full voter's database will be sent to Siôn Huws in the elections team by 16 December 2025 to allow enough time to issue the notice of ballot on Tuesday 6 January 2026 with ballot papers to be despatched on Tuesday 20 January 2026. Detailed discussions have taken place between Cyngor Gwynedd and the elections team to ensure that the democratic process can run smoothly.

## **6 Notice in Writing**

HWB Caernarfon BID has complied with BID legislation in respect of the various notices required. A letter has been issued to the Welsh Government on 17 April 2025 giving notification of HWB Caernarfon BID's intention to go to a BID Ballot (appendix 4).

On 13 May 2025 a letter was sent to Dafydd Gibbard, Chief Executive of Cyngor Gwynedd asking Cyngor Gwynedd to hold the ballot on HWB Caernarfon's BID's behalf with a note confirming that the final proposals are due to be submitted to Cyngor Gwynedd by October 2025. A further letter is attached, dated 16 September 2025, formally requesting Cyngor Gwynedd to run the ballot (appendix 5).

The next notice to be issued will be the notice of ballot on Tuesday 6 January 2026 followed by the issuing of ballot papers on Tuesday 20 January 2026.

## 7 Cost of Ballot

In line with BID legislation, Regulation 20 under the *Business Improvement Districts (Wales) Regulations 2005*, the cost of the ballot will be met by Cyngor Gwynedd (the Ballot Holder).

HWB Caernarfon BID has put aside a contingency fund of £3,000, available should Cyngor Gwynedd request it to meet the ballot costs due to circumstances arising in regulation 10 of the *Business Improvement Districts (Wales) Regulations 2005*, namely:

- The result of the ballot is a 'no' vote, **and**
- The turnout of eligible voters in the ballot is less than 20%

## 8 Baseline Services & Operating Agreement

The Baseline Services Agreement sets out the baseline standard services currently provided by Cyngor Gwynedd. A revised agreement has been prepared by Cyngor Gwynedd and received by HWB Caernarfon BID on 18 August 2025. Both parties will sign the agreement when the BID starts its new term. A copy of the baseline agreement will be available on request. (see appendix 8)

The Operating Agreement confirms the arrangements by which the BID Levy shall be collected together with general arrangements as to the relationship to be established between Cyngor Gwynedd and HWB Caernarfon BID for the duration of the BID term. A revised agreement has been prepared by Cyngor Gwynedd and received by HWB Caernarfon BID. Both parties will sign the agreement when the BID starts its new term. A copy of the Operating Agreement will be available on request. (see appendix 9)

## 9 BID Boundary

The following streets (either in whole or in part) are included within the BID boundary. A map shows the area covered:

|                                 |   |
|---------------------------------|---|
| Allt Pafiliwn                   | Mill Lane / Lôn y Felin   |
| Bank Quay / Cei Banc            | New Street / Stryd Newydd   |
| Balaclava Road / Balaclafa      | Newborough Street (Eagles Hotel)  |
| Bangor Road / Stryd Bangor      | North Road / Fford Y Gogledd (Number 14 Alexandra, Morrisons filling station, Moduron Menai Garage) |
| Bridge Street / Bont Bridd      | Northgate Street / Styd Pedwar a Chwech   |
| Castle Ditch / Pendeitsh        | North Penrallt / Penrallt Uchaf   |
| Castle Hill / Allt y Castell    | Palace Street / Stryd y Plas  |
| Castle Square / Y Maes          | Pepper Lane   |
| Castle Street / Stryd y Castell | Pool Hill / Penllyn   |
| Chapel Street / Tre'r Gôf       | Pool Lane / Pen y Graig   |
| Church Lane / Lôn yr Eglwys     | Pool Side / Penllyn   |
| Church Street / Stryd yr Eglwys | Pool Street / Stryd Y Llyn  |
| Doc Fictoria                    | Pretoria Terrace / Rhes Pretoria  |
| Garnon Street / Stryd Garnon    | Segontium Terrace / Rhes Segontium  |

|   |                                      |
|---|--------------------------------------|
| Glan Môr / Crown Street                       | Shirehall Street / Stryd y Jêl       |
| Greengate Street / Tan y Bont                 | Skinner Street / Lôn Crwyn           |
| High Street / Stryd Fawr                      | Slate Quay / Cei Llechi              |
| Hole in the Wall Street / Stryd Twll yn y Wal | Snowdon Street / Stryd Capel Joppa   |
| Lôn Twthill                                   | South Road / Lon Parc                |
| Market Street / Stryd y Farchnad              | St Helens Road / Ffordd Santes Helen |
| South Penrallt / Penrallt Isaf                | Stryd y Porth Mawr                   |

