



Llangollen

Business Improvement District
Ardal Datblygu Busnes

Summary Business Plan Consultation Document

2019-2024 | www.llangollenbid.co.uk

Over the past few months, businesses in Llangollen have been telling the BID Team how they would like to see the town improved. Open business meetings, surveys, one-to-one discussions and presentations have formed a consultation process about the BID's priorities. This document is an opportunity for us to give an initial outline of what Llangollen businesses have said they would like a BID to deliver. However, consultation over the BID will continue to the end of 2019 so we would like you to provide us with feedback and more specific projects you would like to see in the final business plan.

The projects set out in this plan will only go ahead if businesses vote 'YES' to introduce a BID in Llangollen. This vote will be carried out independently of the BID organisers. You will receive a full copy of the final BID business plan in January 2020, followed by ballot papers in February 2020.

For a BID to be introduced, the vote must meet two conditions:

1. Over 50% of businesses that vote, must vote in favour of the BID
2. Of the businesses that vote, those voting yes must represent greater total rateable value than the ones that vote no

If you are interested in joining the BID Task Group, a representative group of businesses that volunteer to work towards preparing the Business Plan and are able to give your time to the project, please get in touch.



Competing For The FUTURE

We know town centres are facing unprecedented commercial pressure and Llangollen is no different. From online to out of town retail and business parks, large scale development and investment in competing places on our door steps, demands on accessibility and a squeeze on spending are dramatically changing the way town centres will need to operate and promote themselves.

Llangollen BID will be a business body that will ensure the town is responding to these challenges. It will ensure Llangollen is recognised and celebrated as an attractive destination, standing out locally and nationally. The BID is the chance to shape Llangollen's agenda and collectively act on the potential you say needs to be realised in the town.

The Funding

BIDs are funded by the businesses within the BID boundary. If businesses vote 'yes' for Llangollen BID, the levy will raise over £85,000 pa, for five years, to deliver improvements that will directly benefit you.

If the BID vote is successful, all eligible businesses will pay an annual levy according to the banding structure below, based on the rateable value of your business. The smallest businesses, with a rateable value of less than £2,500, will be exempt from paying.

The table below gives examples of how much the BID levy will be. Most businesses will be asked to pay less than 70p a day or £250 per year.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
Below £2,500	Exempt	n/a
£2,500 – £10,000	£250	£0.68
£10,001 – £25,000	£365	£1
£25,001 – £50,000	£750	£2.05
£50,001 – £100,000	£1,500	£4.11
£100,001 – £200,000	£3,000	£8.22
£200,001 – £300,000	£4,000	£11.94

The BID Company

The BID will be run by an independent, not-for-profit company, which will be led by a board elected by from and by the businesses paying the levy within the BID area and accountable to all levy payers. Any levy paying business will be able to stand to be elected to the Board of Directors. The Board Director positions will be voluntary and will not be paid.

All of the funding for the BID will be ring-fenced and can only be spent on additional projects and services that you have agreed to in the formal Business Plan.

As an independent, private company, the BID can also seek additional financial contributions and match-funding on projects to ensure local businesses get even better value for money and that we can invest in exciting opportunities for Llangollen town centre.

The BID will last for five years and in that time it will have to show how it is benefiting your business. This is your opportunity to invest over £400,000 into Llangollen and lead the way to securing its future and making the changes businesses want to see. Through a BID, we can respond to the challenges facing the town and seize the opportunity to put Llangollen back on the map and ensure it is a well marketed destination and a great place to visit, work and live in.

Please take time to read this document and let us have your views for the final Business Plan. From the business consultation to date the projects overleaf have been prioritised.

1. Marketing & Promotion

You said:

“The town needs increased footfall, especially outside of the peak summer season and we need to reinvigorate our profile and promote the town, making sure people know about its offer. We need new and creative ways of promoting Llangollen locally and regionally as a location of choice to visit, live and do business.”

The BID could deliver:

- The BID could create an instantly recognisable Llangollen Town Centre brand, to be used in all BID projects and services. This branding will include the culture, heritage, leisure, independent, and office and commercial offer
- Plan strategic marketing campaigns that can be delivered consistently over five years. The BID could also create a comprehensive, up to date website and social media channels which promote both your business and Llangollen
- The BID would support the existing events programme and specifically work to boost business involvement and profile.
- A voucher or gift card system to publicise offers and give added value to customers or local employees whilst keeping spending in Llangollen Town Centre

2. Access

You said:

“A lack of car parking availability and issues with traffic are providing people with a negative experience and putting them off coming to the town. There also needs to be clearer signage so visitors can experience all that Llangollen has to offer.”

The BID could deliver:

- Working with the Local Authority and Llangollen 2020 to explore ways of improving traffic management, car parking and pedestrian access
- Working with car parking providers to offer incentives and deals for events, at key times of the trading year and at specific times of the week
- Improved on-street signage linking up the whole town and making it easier for people to find their way to all that Llangollen has to offer
- Better signage and information at car parks and on routes in to the town

3. Attractive, Safe & Welcoming

You said:

“Businesses need help in tackling the issues, including increasing costs, they face with crime and anti-social behaviour especially during the summer peak season to ensure that visitors to Llangollen see it as a welcoming, safe and clean place to visit. You also felt that parts of the town are looking tired and vacant shops damage the appearance of the town.”

The BID could deliver:

- Promotion of a safe and enjoyable experience in Llangollen from daytime to the evening working in partnership with the organisations including Denbighshire County Council and Llangollen Town Council
- Reduction in shoplifting and anti-social behaviour in the town centre through utilising exclusion schemes, providing secure intelligence sharing for all BID businesses who wish to be part of the scheme. This would be in partnership with the Police and the Council
- Work with landlords to improve vacant premises – e.g. window displays/vinyl's

4. Business Support

You said:

“We want a town that is well managed and championed, with support and cost savings available for existing businesses as well as attracting new businesses to the town.”

The BID could deliver:

- Savings to your business money through negotiating with providers of recycling, trade waste, insurance and banking charges to drive down costs of these contracts, ensuring you don't see any reduction in the high standard of service, and critically, saving you time and money
- An influential lobbying group, working on behalf of the town centre businesses to ensure that your views are heard and represented at the highest level before all relevant agencies
- A better mix of businesses to the town centre by working with Landlords and the Council to provide incentives
- A body that will be a valuable source of information and key contacts to link you with the right people or organisations that can assist you
- Opportunities for BID businesses to network and showcase their businesses

FAQs

What are BIDs?

BIDs are an arrangement whereby businesses come together and decide which improvements they feel could be made in their town or city centre, and how they will implement these improvements and what it will cost them. BIDs are financed and controlled by the businesses within the selected area. A BID will deliver additional projects and services to those already provided by public bodies. There are more than 300 BIDs operating all over the UK, including 12 in Wales. Businesses have seen tangible differences to their towns and cities as a direct result of the BID been voted into their area.

What does 'additional projects' mean?

A BID is set up to provide additional projects which will benefit business. It cannot duplicate or replicate services that you already pay for through your business rates. A BID is focussed on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide.

Why do businesses support BIDs?

BIDs have the ability to increase footfall to an area, improve services and drive down business costs. As they can run for up to five years they also give businesses the opportunity to plan. BIDs put the control into the hands of the businesses themselves.

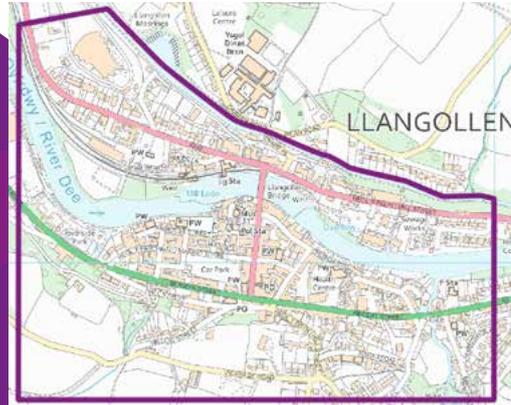
Are BIDs fair?

BIDs allow businesses to manage their local place and prioritise their own projects. All BID funding is raised and controlled by business owners who formally vote on a business plan which is made up of local business ideas gathered through a consultation period.

What happens at the end of the BID term?

A BID's mandate is for a maximum of five years: a BID wishing to continue beyond that must reaffirm its mandate through re-ballot, based on a new business plan. In the UK 9 out of 10 BID's that have gone to re-ballot have been successful, a testament to their success.

Proposed BID Area



Next Steps

It is important that you let us know about the ideas and suggestions in this document so that it can feed into the final business plan by **13 December 2019**. To let us have your views or for more information, please contact:

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