

# BANGOR BID

# PROPOSALS FOR NEW

# BID ARRANGEMENTS

- 1) A statement of the proposed period of the BID arrangements
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# 1. STATEMENT OF THE PROPOSED PERIOD OF THE NEW BID ARRANGEMENTS

These proposals are for a new set of arrangements for the Bangor Business Improvement District (BID).

It is proposed that, if successful at ballot, the new arrangements will apply for the period of 5 years from 1<sup>st</sup> April 2021 to 31<sup>st</sup> March 2026.

# 2. SUMMARY OF THE BID ARRANGEMENTS / LEVY RULES

This section sets out in further detail the technical information relating to how the Bangor BID will operate.

## 1. Definitions

Definitions in these arrangements are as per the Business Improvement Districts (Welsh) Regulations 2005.

## 2. Who is the BID body that is proposing a BID ballot?

The BID body is AGB Bangor BID, incorporated with company number 09920018 (“the BID Company”).

## 3. BID duration and the BID body

In the event of a successful ballot, Bangor BID will be five years in duration, beginning on 1<sup>st</sup> April 2021 and running until 31<sup>st</sup> March 2026. The BID Company will be the body responsible for implementing the BID arrangements.

Before the end of this period this body may choose to seek renewal of the BID for a further term of up to five years.

The directors of the BID Company will, insofar as people are willing and able to act, aim to continue representation on the Board at the following minimum levels:

- 2 Large Businesses (defined as BID Members having 20 employees or more)
- 4 Small Businesses (defined as BID Members having fewer than 20 employees)
- 1 Landowner
- Up to 2 Occupiers drawn from Voluntary Members

The directors of the BID Company will continue to seek, insofar as people are willing and able to act, to ensure board membership is representative of the variety of businesses who are eligible to pay the BID Levy.

The following representatives may also be invited to sit on the Board as observers but shall not be entitled to vote:

- Representative of Gwynedd Council
- Strategic Agency representatives
- Member representing local residents' organisations

If places on the Board cannot be filled according to the recommended representation above, the Board will still continue to operate.

The Board will continue to manage any current staff or new staff recruited to the BID Company team, which will deliver the projects and services as set out in the BID Proposals.

It is expected that working groups will be formed when appropriate to allow BID members who are not involved at Board level to get involved with steering particular projects.

If they are not already, BID levy payers will be invited to become Members of the BID Company Limited by Guarantee and may stand for election to the board at the Annual General Meeting. Any BID levy payers that are already Members of the BID Company will remain so.

#### **4. What is the proposed BID Area covered by the proposals?**

The Bangor BID area comprises the following streets, which includes an extension of the previous BID area to include Upper Bangor. This should be read in conjunction with the map shown below:

|   |   |
|---|---|
| Abbey Road  | James Street  |
| Ashley Road   | Lower Penrallt Road                                 |
| Back Regent Street  | Meirion Road  |
| Brick Street  | Minafon   |
| Bryn Teg Terrace  | Mount Street  |
| Bryn Y coelcerth  | Panton Street                                       |
| College Road  | Park Street   |
| Dean Street / Stryd y Deon  | Penrallt Road                                       |
| Deiniol Road (the part of the road not already included in the BID area)            | Plas Llwyd Terrace                                  |
| Deiniol Road / Ffordd Deiniol   | Sackville Road / Ffordd Sackville                   |
| Deiniol Street  | Sgwar Y Fron  |
| Ebenezer Place  | Siliwen Road: from Holyhead Road up to Meirion Road |
| Farrar Road   | St James Drive                                      |
| Ffordd Gwynedd  | St Paul's Terrace                                   |
| Ffordd y Ffynnon  | Station Road / Stryd yr Orsaf                       |
| Ffriddoedd Road: (from Holyhead Road up to Fron Heulog)                             | Tabernacl Street                                    |
| Frondeg Street  | Tan y Fynwent                                       |
| Garth Road / Ffordd Garth   | Tan-y-Fynwent                                       |
| Glanrafon   | The Crescent  |
| Glanrafon Hill  | Treflan   |
| High Street / Stryd Fawr (1-347 odd and 2-378 even)                                 | Waterloo Road / Styd Waterloo                       |
| Holyhead Road: (all numbers up to 48 even and 59 odd, including Colege Harlech WEA) | Well Street   |
|   | York Place  |

The area covered by the BID proposal comprises parts of Bangor as shown in the map below.



## 5. Governance of the company

The Articles of Association of Bangor BID are to be found in a separate document.

## 6. Eligible business types for voting and paying the levy

Section 64 (1) of the Local Government Finance Act 1998 defines a 'hereditament' as 'property which is or may become liable to rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'.

The following hereditaments will not be eligible for the BID levy or to vote in the ballot:

- Business premises (hereditaments) with a rateable value (RV) below £5,000

- 'Central List' properties that are not contained in the local rating list
- Advertising rights, telephone/communication masts
- Residential estate offices

All other hereditaments within the BID Area are eligible to vote in the BID ballot and to be charged the BID levy.

The occupier, or owner-occupier, of an eligible hereditament within the BID area will be the BID levy payer or liable party (as defined by rating regulations – Local Government Finance Act 1988 and General Rate Act 1967) and therefore is subject to pay the BID levy in respect of each chargeable financial year (as defined in section 45 of the Local Government Act 2003) of the BID term.

Where eligible hereditaments are unoccupied at the time of the notice of ballot, the owner will be entitled to vote in the BID ballot. The BID levy payer in cases of unoccupied hereditaments will be the owner of the whole of the hereditament. The term 'owner' is defined in section 65 (1) of the Local Government Finance Act 1988. No void period will be given in relation to the BID levy; those hereditaments that are exempt from empty property rates will not be exempt from the BID levy

Occupiers within the managed shopping centre that are subject to a service charge for management will pay levy calculated at the lower rate of 1.25%.

Where an occupier or owner liable for the BID levy is a Registered Charity and is in receipt of Mandatory Rate relief (as prescribed by section 43 and 45 of the Local Government Finance Act 1988 (LGFA88)) except where the property is operated as a 'charity shop', that occupier or owner shall pay 50% of the levy they would otherwise be eligible to pay for that premises. For the avoidance of doubt, hereditaments operated predominantly as 'charity shops' will be charged 100% of the BID levy.

Businesses that begin to occupy existing eligible BID hereditaments during the five-year BID period will be liable to pay the levy for their period of occupation, providing the hereditament remains eligible for BID membership. The BID levy will also be extended to hereditaments built or first occupied in the BID area during the life of the BID, assuming that they are otherwise eligible

If, as a result of a re-valuation, a business' rateable value shall be £5,000 or more at any time during the BID term, they will become eligible for the levy.

Businesses with a rateable value of less than £5,000 may have the opportunity to opt in to The Bangor BID by contributing on a voluntary basis at a rate to be agreed by the board.

## **7. The BID Levy**

The BID levy is a daily charge. The BID levy will be charged at 1.5% of the rateable value of each hereditament for each chargeable financial year or part thereof as per the current version of the Non-Domestic Rating list.

In the first instance this is likely to generate approximately £148,000 for the BID per year.

The levy may rise annually during the life of the BID in line with inflation, and at the discretion of the BID board. The increase for any year may not exceed the published annual Consumer Prices Index or the annual Retail Prices Index (whichever is the higher) at the end of the month of September in the preceding financial year.

Where the occupants of hereditaments pay an inclusive rent or other charge for occupying space that includes the business rates charge, the organisation or person who is liable for paying business rates is liable to pay the BID levy and, consequently, is eligible to vote in the ballot.

The table below sets out the indicative levy payable for businesses depending on their rateable value (based on the 1.5% levy rate).

| Example rateable value | Example BID levy for one full financial year (at 1.5%) |
|------------------------|--|
| £2,000                 | £30.00   |
| £5,000                 | £75.00   |
| £7,500                 | £112.50  |
| £10,000                | £150.00  |
| £15,000                | £225.00  |
| £30,000                | £450.00  |
| £50,000                | £750.00  |
| £100,000               | £1,500.00  |
| £200,000               | £3,000.00  |
| £500,000               | £7,500.00  |

The BID levy will generate revenue that is ring-fenced for the Bangor BID and must be spent on projects that benefit businesses in the BID area that pay the BID levy. All services provided by the BID are to be 'additional' to those provided by the Council. This is measured through the 'Baseline Agreement' between the BID Company and Gwynedd Council, which sets out the standard level of statutory service that is already provided in the BID area by the Council.

## **8. Collecting the BID levy**

Arrangements for the collection of the BID levy are set out in a formal Operating Agreement between the BID Company and Gwynedd Council (the billing authority). The Council will be responsible for collecting the BID levy on behalf of the BID Company.

Following a successful ballot, the first BID levy bill will become payable in April 2021, for the period of April 2021 to March 2022. Thereafter:

- The BID levy will be payable in one instalment per year
- Bills will be raised in March and payment will become due on 1st April
- BID levy bills will be issued to each new arising BID levy payer as required
- Refunds will be issued to BID levy payers who have paid the annual BID levy in full but vacate their property in the operating financial year. The amount refunded will be calculated from the later of the certified date of vacation or the date of notification.

Enforcement measures for the collection of the BID levy will be detailed in the Operating Agreement between the BID Company and Gwynedd Council. The BID levy is a mandatory charge and collection

is enforceable in the same way as the business rate. After 14 days non-payment of the BID levy, a reminder will be sent giving a further 14 days to pay. If after a further seven days from the payment date stated in the reminder notice the outstanding sum of the BID levy has not been paid, the billing authority shall make an application to the Magistrates Court for a Liability Order to recover the outstanding sum of the BID levy. Non-payment of the BID levy will incur additional costs to the business in question.

## **9. The Ballot**

The ballot will be conducted by Gwynedd Council's Electoral Services (the ballot holder) or their contractors in accordance with the process laid down in The Business Improvement Districts (Wales) Regulations 2005.

The ballot holder shall be the body the billing authority has appointed under section 35 of the Representation of the People Act 1983 (7) as the returning officer for elections to that authority.

A ratepayer shall be entitled to vote in the BID ballot if, on the date the ballot holder publishes the Notice of Ballot, he falls within the class of non-domestic ratepayers to be liable for the BID levy as described in section 5.

Each person entitled to vote in the ballot shall have one vote in respect of each eligible hereditament occupied or (if unoccupied) owned by them in the proposed geographical area of the BID.

A successful ballot will have to meet two tests:

- First, a simple majority of those voting must vote in favour
- Second, those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting

The ballot will be a secret postal ballot and will run from early February, closing at 5pm on Thursday 25<sup>th</sup> February 2021. Where the occupiers of individual eligible hereditaments have nominated in writing the name of the person who should vote on their behalf, the notice of ballot and ballot papers will be sent to them.

A successful BID ballot will have to meet two tests:

- First, a simple majority of those voting must vote in favour
- Second, those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting

## **10. The cost of the ballot**

The cost of the ballot will be paid for by the Ballot Holder. Bangor BID has put aside a contingency fund of £3,000 to pay for the cost of the ballot should it be requested to do so by the Council if the circumstances in regulation 10 of the Business Improvement Districts (Wales) Regulations 2005 arise, namely:

- The result of the ballot is a 'no' vote, and

- The turnout of eligible voters in the ballot is less than 20%

## **11. Alteration of the BID Arrangements**

BID arrangements may be altered during the 5 year term without an alteration ballot, as long as there is no proposal to alter:

- (i) The geographical area of the BID
- (ii) 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 Bangor BID Board, following consultation with Gwynedd Council.

The billing authority shall ensure the BID Arrangements (as altered) are in place by the time those BID Arrangements (as altered) are due to come into force and shall send a notice explaining the reason for and the effect of the alteration to each person liable for the BID levy.

## **12. The works and services to be provided**

### **Introduction**

Bangor BID is nearing the end of its first five-year term and will be proposing a new BID term at ballot in February 2021. Since beginning operations in December 2015 Bangor BID has focused on a wide range of initiatives outlined in its business plan and has developed into a strong business network and a key stakeholder organisation, playing a positive role in helping to create an overarching vision to improve the environment in which it operates.

Having a BID in Bangor is key to the City's ability to compete with surrounding areas.

In the BID's first term proposal, we laid out eight key aims and objectives that we sought to achieve, namely:

- New and additional cleaning
- Additional greening
- City centre information and landing areas
- Shop fronts
- A Safe Environment
- To market the area through social media and local press
- To identify and attract further external funding for the area
- To introduce a calendar of events

The BID has delivered in these areas. However, looking to the future the BID is aware that it can have a greater impact by refocusing its efforts and limited resources. Prior to creating these BID proposals, the BID carried out a consultation exercise with businesses in which we sought to gather feedback on business priorities for the BID's second term.



## **The BID's second term**

We will seek to build upon the foundations laid during our first term and act positively on issues identified through the business consultation to ensure that our priorities and services continue to be in line with businesses requirements. Additionally, we will strengthen our relationships with key local stakeholders, enabling us to be robust to new challenges and open to new opportunities. We will further develop this narrative by embracing and promoting the unique character of Bangor as a place where businesses are represented and can thrive, residents, employees, Students are provided for, and visitors are excited to discover.

In order to do this, there are some foundational activities that need to be continued, such as work to improve safety and security, provision of a broader range of business services and a consolidated representative voice. There are also important and exciting projects that can bring transformational change to the area. The regeneration of the marketplace is important as the heart of the high street, a leisure option for local employees, and a draw for visitors.

Bangor BID has a key role involved in the strategic partnership and will be crucial ensuring businesses have a strong input into making this a success. Additionally, recent events regarding the COVID-19 pandemic means that it is more important than ever for businesses to have a representative body.

Bangor BID has clearly demonstrated itself in its first term to become a valid organisation to has cohesive vision for the area and are wholly capable of realising that vision.

## **Area Profile**

### **Projected BID investment over 5 years:**

AGB Bangor BID is looking to include the hub of upper Bangor as well as Bangor High Street.

The BID will continue building on the long-term vision for the area and lead on joined-up marketing and promotion of AGB Bangor BID & Love Bangor.

We will work to ensure that local businesses are promoted, champion the area to new businesses, to promote its heritage and to increase pride amongst local residents, students and employees. Containing a diverse range of businesses from shops, cafes and hairdressing with everything in between, from chain stores to our cherished independent outlets the Bangor BID area is the beating heart of our City.

We will:

### **Continue building links between businesses and the local community, through:**

- Love Bangor Loyalty Card – offering promotions and discounts to encourage local residents, Students and employees to shop local
- Initiate relationships between businesses, local community & charities
- Instal Digital Billboards in key locations in Bangor to advertise businesses & local events

### **Support the regeneration efforts in Bangor and improve retail diversity:**

- Being an integral partner representing the business community in the Bangor strategic partnership
- Being a key partner and instrumental in leveraging further regeneration funding. A total of £2.1 million investment from P.R.I.S. (Property Regeneration Investment Scheme) has been awarded. Delivered by Gwynedd County Council funded through Welsh government (target regeneration investment program)
- Working with Gwynedd County Council and landlords to ensure any vacant Shop fronts are well maintained and prevented from becoming an eyesore
- Improving the links with Bangor High street, Bangor University and Upper Bangor

**We will ensure activities are tied into a long-term vision, for example by:**

- Installing free street WIFI for community use, also a useful tool in identifying patterns and trends in public footfall for business analysis
- Further developing partnerships with neighbouring business networks such as The Means, Welsh Government, BID Foundation and forums to raise the area profile, share information and explore new opportunities
- Develop a strategy to obtain tenants for empty unit / properties in the BID area
- Seeking further external funding for emerging initiatives and projects

**We will build the area's profile, for example by:**

- Consolidating our digital presence through our website, social media platforms, Digital Billboards and e-newsletters
- Expanding our media presence through Television, Radio & Press
- Seeking wider coverage in local press and providing spotlighting opportunities for local businesses
- Developing community events programme to attract more visitors and spend
- Negotiating each business a free advertising deal through The Bangor Aye website (with a reach of 3.5 million Viewers)
- Providing a free listing on the Bangor Business Directory
- Collaborating with Bangor University's photography, film and design students to create creative contents for future marketing campaigns for Bangor & Businesses
- Providing opportunities for local businesses to showcase products and services on Love Bangor

**Safety & Security**

Projected BID investment over 5 years:

Safety and security are concerns shared by businesses across the BID area. The BID recognises that a safe and secure environment are key for attracting talented staff, diverse retailers and providing a pleasant environment for residents, workers, Student and visitors alike.

We will:

- Continue supporting Shop watch (BAC-BAC) & PUBWATCH
- Continue to organise and pay for security guards over the christmas period
- Continue strengthening our partnership with North Wales police

- Employ 'BID Rangers' to ensure the safety & wellbeing of our BID area and also champion a rapid response team
- Initiate projects to make the streets safer by continuing our ASB Group meeting with NWP & local business, addressing crime and ASB hot spots
- Work with youth service providers & Bangor University to open a youth hub to reduce ASB

## **Culture**

Projected BID investment over 5 years:

The BID is keen to promote the unique diverse culture of Bangor. We want to pursue new and novel ways to cultivate interest for the high street & Upper Bangor. By melding our local culture and international influence we want Bangor to be a lively and vibrant City.

We will:

- Develop our large events to attract visitors from wider area to attract more footfall and spend
- Develop annual calendar of smaller community events and weekly professional busking spot
- Form partnerships with local arts groups to seek funding for joint arts and culture projects for the community
- Brighten up grot spots with inspiring murals and artworks
- Continue working alongside Menter Iaith to highlight the learning and use of the Welsh language to promote the areas heritage
- Promote and encourage a more vibrant night time economy. Working with the university to engage as 'evening angels'
- Promote better cycling and walking connections between Bangor shopping areas
- Bring local, world food and healthy eating initiatives to the area
- Continue promoting and uncovering the local heritage of the area working with local historians, the university and local community.
- Hold an annual Pride parade incorporating the LGBTQ+ community and businesses who wish to sponsor
- Supporting future events by BAME groups

## **Greening**

Projected BID investment over 5 years:

The BID has enhanced Bangor's high streets image by making it a more attractive and welcoming area. The flowers and greenery has brought a splash colour and improved the feel and wellbeing of the street.

We will:

- Continue and expand a 'blooming' Bangor to replicate our success on the High Street to complement other significant zones, such as the Cathedral, Y Storiell, the University, the Pontio Arts and Innovation Centre and Upper Bangor

- Continue to work alongside Wild Elements incorporating the local community
- Encourage schools to participate in a 'plant in the park' scheme
- Identify future areas for planting trees & greening projects

## **Business Services**

Projected BID investment over 5 years:

With an office located on the high street our doors are always open to help support our businesses, be this through advertising or a more tailored support from our BID directors we are here to help and promote you.

The BID area includes a wide variety of businesses, from Cafes to craft shops, mechanics to media outlets, large retailers to small bakeries.

It is therefore important that businesses can have a joined-up voice on issues that affect all of them, such as security or the impacts of local developments. Additionally, all businesses need a supportive environment within which they can thrive.

We will:

- Amend our current Baseline agreement & service level agreement with Gwynedd County Council to cover Upper Bangor also
- Continue to attend all relevant meetings with our partners in Gwynedd County Council, Welsh government, Bangor City Council, North Wales Police and Bangor University.
- Continue to have our monthly breakfast meetings and facilitate forums so that businesses can have their say on important issues
- Continue to work with Business Wales, FSB & DWP to provide businesses with information about, and access to free training local employment initiatives
- Provide business support and advice
- Continue to seek additional external investment in the area, such as business grants, lottery funding & any other relevant opportunities
- When re-elected we plan to introduce a brand new dynamic and interactive website offering advice, support and analysis into business trends
- The BID manager will take charge and be responsible for the day to day running of the BID overseen by the Bangor BID Board of Directors which is made up of local businesses of Bangor. They will liaise with our partners
- 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, or shop improvement services. This approach has been very successful in other BIDs and will benefit Bangor BID businesses.
- Bangor BID would like to introduce an annual GALA charity business awards ceremony to highlight the excellence Bangor Businesses have to offer.

The way we shop, work and live is changing and we believe that Bangor BID's second term proposals will better equip the area to compete to meet the needs of the 21st century and the challenges faced for local businesses. Our vision recognises the interconnection between the business community, residents, visitors, Students and key stakeholders. Local residents shop locally where the offer meets their needs; local workers linger after hours where there is a good environment and places to dwell. The economic wellbeing of the area is improved with a better infrastructure and job vacancies taken up by local people and most importantly; productivity and health are improved where people are able to enjoy fresh air, open space, exercise and culture.

### 3. THE SCHEDULE OF BASELINE SERVICES – Bangor BID area

This sets out the baseline standard services currently provided by the council.

To be appended.

