



Summary of BID arrangements for the Ymlaen Llanelli Business Improvement District (BID)

Introduction to Ymlaen Llanelli

Ymlaen Llanelli is being led by businesses in Llanelli town centre who want to improve the area as a place to work and visit. Ymlaen Llanelli is seeking another five-year term for the Business Improvement District (BID), which would enable it to implement another five-year programme of improvements to the town centre.

A ballot of eligible businesses in Llanelli will be held to determine whether this happens. If the BID ballot is successful, Ymlaen Llanelli will continue to collect a levy from the businesses of over £478,000 between 2026 and 2031 to invest on a comprehensive programme of improvements. Every effort will be made to match this sum with funding from other sources.

A copy of the BID proposal can be requested from Mandy Jenkins (details overleaf). The proposal sets out how the BID would continue to enhance the town centre through a variety of projects and services.

With a YES vote in October, Ymlaen Llanelli will deliver targeted projects and services that are unique and not delivered currently by any other agency or organisation.

The programme will address the following:

- Boosting marketing: maintain and build on our events calendar, continue to showcase our businesses and our town through aggressive marketing campaign.
- Enhancing experience: continue to work with the Police to tackle anti-social behaviour, continue to build on our town centre trails, strive to make the town centre an attractive place, work to bring businesses that may be on the outskirts of town into the town centre.
- Improving access: ensuring our free parking days are used effectively and marketed aggressively, working with local residential homes and sheltered accommodation to organise days out for residents to enjoy our town centre, continue to work with the county council on initiatives that enable more people to access the town centre, making a better experience for pedestrians and cyclists, work with the county council and other stakeholders to link up the seafront and Pentre Awel development with the town centre to bring new visitors in.
- Developing strategy: be a strong voice for businesses and working with the county council, Police and other agencies, access further grant support that may be available to supplement the levy income, continue to work with other BIDs in Wales to lobby the Welsh Government on issues affecting town centres, improve the reputation of Llanelli town centre to make it somewhere people want to invest and open new businesses.

All these services will be in addition to those already provided by Carmarthenshire County Council.

How is the Ymlaen Llanelli BID funded?

Ymlaen Llanelli will be funded by a 1.5% levy on the rateable value (RV) of all eligible hereditaments, or business units, within the defined BID boundary with a RV of £5,000 or more. Businesses with a RV below this threshold will be exempt from paying the BID levy.

How long will the Ymlaen Llanelli BID last?

The BID will operate over a five-year period. If businesses want the BID to continue beyond the five years, a decision will be made through a further ballot process.

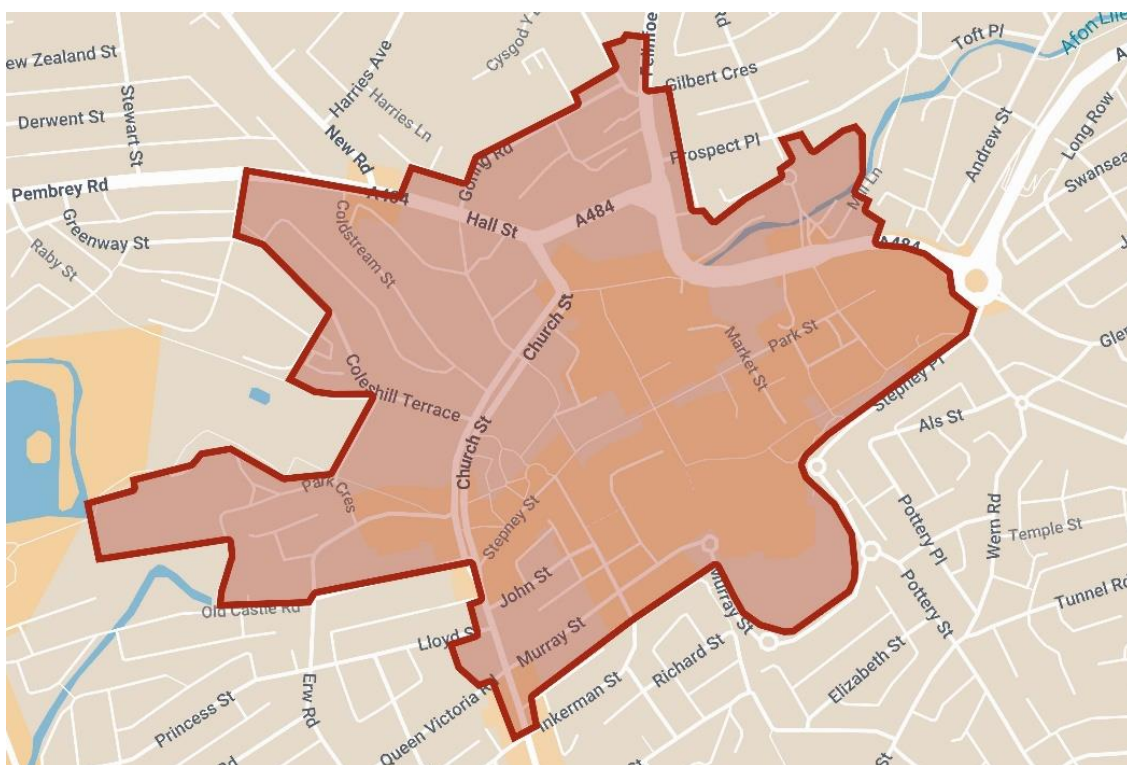
How can I be represented?

If the BID ballot is successful, Ymlaen Llanelli will continue for another five years. An AGM will take place every year. All businesses that were eligible to vote and that pay the levy may become members of the company. Any member can stand for election to the board. The Ymlaen Llanelli BID will continue to be transparent and accountable to its members. Any businesses wanting to become involved as a board member should express their interest by writing to chair@ymlaenllanelli.com.

Performance measurement

The BID's performance and the impact of its programme on improving the town centre will be regularly monitored. As well as regular newsletter updates for businesses, updates will be delivered at an Annual General Meeting.

Map of the BID area



Where can I find out more?

To find out more about Ymlaen Llanelli, please contact Mandy Jenkins: 07803 503972 / chair@ymlaenllanelli.com.

Further details are available from:

- Wales BIDs legislation <http://www.legislation.gov.uk/wsi/2005/1312/contents/made>
- Welsh Government BID guidance <https://www.gov.wales/business-improvement-districts>

Crynodeb o drefniadau AGB ar gyfer Ardal Gwella Busnes Ymlaen Llanelli (AGB)

Cyflwyniad i Ymlaen Llanelli

Mae Ymlaen Llanelli yn cael ei arwain gan fusnesau yng nghanol tref Llanelli sydd am wella'r ardal fel lle i weithio ac ymweld ag ef. Mae Ymlaen Llanelli yn chwilio am dymor arall o bum mlynedd ar gyfer yr Ardal Gwella Busnes (AGB), a fyddai'n ei alluogi i weithredu rhaglen o welliannau i ganol y dref.

Bydd pleidlais o fusnesau cymwys yn Llanelli yn cael ei chynnal i benderfynu a fydd hyn yn digwydd. Os bydd y bleidlais am AGB yn llwyddiannus, bydd Ymlaen Llanelli yn parhau i gasglu ardoll o dros £478,000 gan fusnesau rhwng 2026 a 2031 i fuddsoddi ar raglen gynhwysfawr o welliannau. Gwneir pob ymdrech i ddod o hyd i arian cyfatebol i gyd-fynd â'r swm hwn â chyllid o ffynonellau eraill.

Gellir gofyn am fersiwn o'r cynnig AGB gan Mandy Jenkins (manylion uchod). Mae'r cynnig yn nodi sut y byddai'r AGB yn parhau i wella canol y dref trwy amrywiaeth o brosiectau a gwasanaethau.

Gyda phleidlais IE ym mis Hydref, bydd Ymlaen Llanelli yn darparu prosiectau a gwasanaethau wedi'u targedu sy'n unigryw ac nad ydynt yn cael eu darparu gan unrhyw asiantaeth neu sefydliad arall.

Bydd y rhaglen yn mynd i'r afael â'r canlynol:

- Cynyddu marchnata: cynnal a datblygu ein calendr digwyddiadau, parhau i arddangos ein busnesau a'n tref trwy ymgyrch farchnata ymosodol.
- Gwella profiad: parhau i weithio gyda'r Heddlu i fynd i'r afael ag ymddygiad gwrthgymdeithasol, parhau i ddatblygu ein llwybrau canol tref, ymdrechu i wneud canol y dref yn lle deniadol, gweithio i ddod â busnesau a allai fod ar gyrion y dref i mewn i ganol y dref.
- Gwella mynediad: sicrhau bod ein diwrnodau parcio am ddim yn cael eu defnyddio yn effeithiol a'u marchnata'n ymosodol, gweithio gyda chartrefi preswyl a llety gwarchod lleol i drefnu diwrnodau allan i drigolion gael mwynhau canol ein tref, parhau i weithio gyda'r cyngor sir ar fentrau sy'n galluogi rhagor o bobl i gael mynediad i ganol y dref, gwella profiad cerddwyr a beicwyr, gweithio gyda'r cyngor sir a rhanddeiliaid eraill i gysylltu'r arfordir a datblygiad Pentre Awel gyda chanol y dref i ddod ag ymwelwyr newydd i mewn.
- Datblygu strategaeth: bod yn llais cryf dros fusnesau a gweithio gyda'r cyngor sir, yr Heddlu ac asiantaethau eraill, cael mynediad at gymorth grant pellach a allai fod ar gael i'w ychwanegu at incwm yr ardoll, parhau i weithio gydag AGBau eraill yng Nghymru i lobïo Llywodraeth Cymru ar faterion sy'n effeithio ar ganol trefi, gwella enw da canol tref Llanelli i'w wneud yn lle y mae pobl eisiau buddsoddi ac agor busnesau newydd ynddo.

Bydd yr holl wasanaethau hyn yn ychwanegol at y rhai sydd eisoes yn cael eu darparu gan Gyngor Sir Gâr.

Sut mae AGB Ymlaen Llanelli yn cael ei ariannu?

Bydd Ymlaen Llanelli yn cael ei ariannu gan ardoll o 1.5% ar werth ardrethol (RV) yr holl hereditamentau cymwys, neu unedau busnes, o fewn ffin ddiffiniedig yr AGB gydag RV o £5,000 neu fwy. Bydd busnesau sydd ag RV o dan y trothwy hwn wedi'u heithrio rhag talu'r ardoll AGB.

Am ba hyd fydd AGB Ymlaen Llanelli yn para?

Bydd yr AGB yn gweithredu dros gyfnod o bum mlynedd. Os yw busnesau am i'r AGB barhau y tu hwnt i'r pum mlynedd, gwneir penderfyniad trwy gynnal pleidlais bellach.

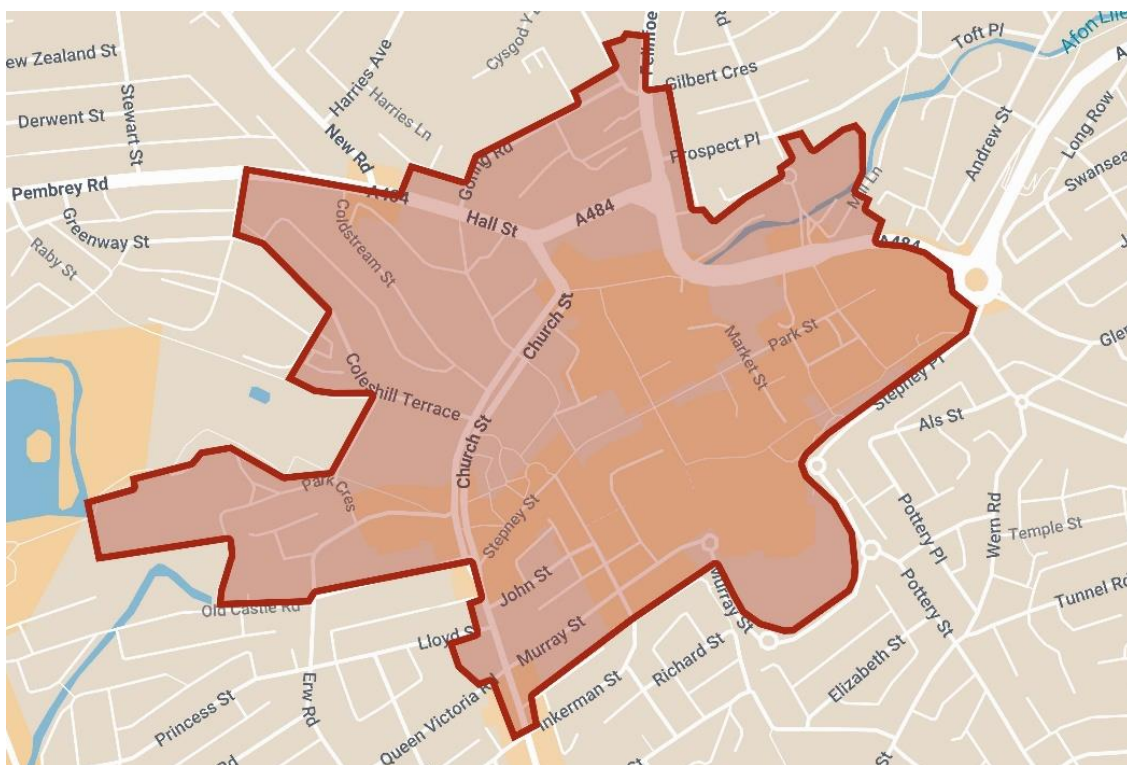
Sut alla i gael fy nghynrychioli?

Pe bai pleidlais yr AGB yn llwyddiannus, bydd Ymlaen Llanelli yn parhau am bum mlynedd arall. Bydd Cyfarfod Cyffredinol Blynnyddol yn cael ei gynnal bob blwyddyn. Gall pob busnes oedd yn gymwys i bleidleisio ac sy'n talu'r ardoll ddod yn aelodau o'r cwmni. Gall unrhyw aelod sefyll etholiad i'r bwrdd. Bydd AGB Ymlaen Llanelli yn parhau i fod yn dryloyw ac atebol i'w aelodau. Dylai unrhyw fusnesau sydd am gymryd rhan fel aelod o'r bwrdd fynegi eu diddordeb drwy ysgrifennu at chair@ymlaenllanelli.com.

Mesur perfformiad

Bydd perfformiad yr AGB ac effaith ei raglen ar wella canol y dref yn cael ei fonitro'n rheolaidd. Yn ogystal â diweddariadau cylchlythyr rheolaidd i fusnesau, bydd diweddariadau yn cael eu rhoi mewn Cyfarfod Cyffredinol Blynnyddol.

Map o'r AGB



Lle gallaf ddarganfod mwy?

I gael gwybod mwy am Ymlaen Llanelli, cysylltwch â Mandy Jenkins: 07803 503972 / chair@ymlaenllanelli.com.

Mae manylion pellach ar gael yn:

- Deddfwriaeth AGB Cymru <https://www.legislation.gov.uk/cy/wsi/2005/1312/contents/made>
- Canllawiau AGB Llywodraeth Cymru <https://www.llyw.cymru/ardaloedd-gwella-busnes>