



YMLAEN
LLANELLI
PROSPER TOGETHER

A PROPOSAL FOR A
BUSINESS IMPROVEMENT DISTRICT (BID)
IN LLANELLI TOWN CENTRE



A PROPOSAL FOR PROSPERITY

Welcome

Llanelli is a talented town with some remarkable assets, yet in recent years like many in Wales, business our town centre could have been better. The difference in Llanelli is that we can do something about business in our town centre.

Llanelli's businesses know the solution lies with us. We are working together to change the town centre's fortunes – identifying the priorities for action that will make a real difference to the future of our town.

It's called a Business Improvement District.

A BID will raise an investment pot for Llanelli town centre of £500,000 over five years, from a levy of 1.25% of the rateable value of eligible businesses.

This money will be spent on the targeted programme of projects and priorities set out in the pages that follow: a plan for action identified from our consultations with local business. And we can use this money to bring in more, external funding too.

A BID is what Llanelli needs to prosper.

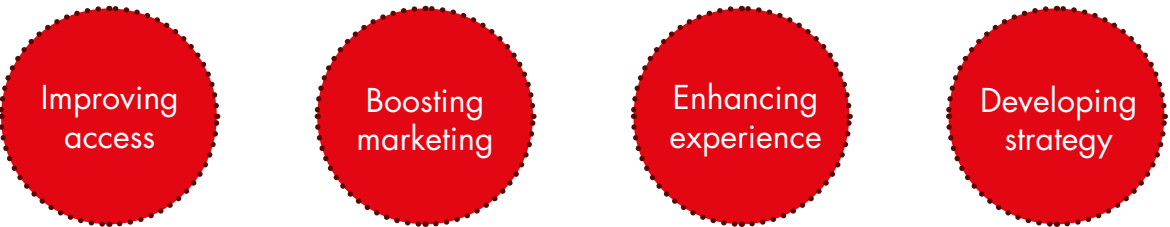
Many of Llanelli's businesses are already on board. It's with real pride that we bring you this proposal for our town centre's future prosperity. We hope it will help confirm your support too, because for a BID to be established you need to vote for it when your ballot paper arrives on November 12th.

Let's get behind the BID. Let's drive Llanelli's fortunes over the line.

Jonathan Armstrong, Chair and steering group of Ymlaen Llanelli

A PROGRAMME FOR DELIVERY

Ymlaen Llanelli will deliver this programme through four strands:



OUR 10 PLEDGES FOR ACTION

Town centres can't stand still – Llanelli needs to progress to prosper.

This desire to go forward needs our collective vision and investment to make it happen. The town centre must be easier to get to, attracting a wider audience of shoppers and visitors who have more reasons to visit the centre and feel welcome here. At the same time our businesses need support to flourish and grow, with more influence over what happens here in future.

WITH A YES VOTE, YMLAEN LLANELLI PLEDGES TO:

1. Set out a long-term strategy to improve our town centre's appearance
2. Create a more accessible town centre with more affordable parking on and off-street
3. Design and deliver a marketing strategy that attracts more people into town
4. Promote a directory advertising our retail and professional services
5. Incentivise people to shop locally with a town centre loyalty scheme
6. Tackle anti-social behaviour and increase town centre safety
7. Reduce business costs with collective purchasing
8. Sustain existing businesses through training, networks and access to grants
9. Encourage and support new businesses to open successfully
10. Form a strong voice that lobbies and represents Llanelli's businesses

You need to vote YES for all this to happen.

Ymlaen Llanelli's programme of projects and services to deliver these pledges will be above and beyond those currently provided by the Local Authorities. This 'additionality' is fundamental to the way a BID works. It will be guaranteed by a baseline agreement between Ymlaen Llanelli and Carmarthenshire County Council and Llanelli Town Council.



IMPROVING ACCESS

05



Easier to get here, cheaper to stay, smarter technology

Parking is not the only issue in Llanelli but **getting it right is key to our centre's success**. Ymlaen Llanelli will be **dedicated to increasing accessibility to the town centre**, so people spend more time in town rather than worrying about feeding the meter. **Voting for the BID means we can make a real difference to the parking offer here**

- Chris Davies, Alternate Universe Comics

Whether they come by car, bus or train, getting people to town is a real priority. Ymlaen Llanelli has been working with CCC to develop an effective strategy that meets the access needs for all shoppers:

Short stay: Delivering more short term on-street parking

We have agreed with the Council to identify, new, free, short-term on-street parking bays wherever possible, ideal for those who want to pop in to town to use the bank or pick up a few items.

Long stay: Updating Llanelli's parking machine technology

Three initiatives will be evaluated and piloted on the longer stay car-parks

Barrier exits to pay on departure, so no worry about feeding meters

Introducing payment by text and/or app

Enabling traders to reward loyal shoppers for spend over agreed thresholds, through dual ticketing

These pilots will thoroughly evaluated and all BID members asked their opinion before decisions are taken on the best way forward.

Saturday shopping: Making Llanelli first choice for Saturday shopping

The free all-day Saturday parking at Coleshill will be revamped, with better promotion and signage.

Afternoon deal: Attracting shoppers throughout the day

Building on the trial 3 – 5pm free parking pilot we will agree with the council how best further offers can be delivered, and investigate the value of investment by the BID.

Public transport: Bringing more people to town

Not all visitors to town come by car. Ymlaen Llanelli will run seasonal campaigns to promote public transport, building good relationships with local and regional travel companies.

We will work to find ways to improve on the arrangements that currently exist that impact specifically on those in the evening economy and the hotel and hospitality industry.



BOOSTING MARKETING

Llanelli's great attractions should be at the heart of the town centre's offer. Ymlaen Llanelli will promote our assets to encourage more people to visit Llanelli.

Local Pride campaign: Advertising opportunities on our doorstep. Llanelli has a unique place in the culture and history of Wales, and great opportunities nearby for outdoor pursuits and leisure tourism. Ymlaen Llanelli will deliver a targeted campaign that makes the most of Llanelli's offer.

Free store business directory: Promoting our town centre services. Regular shoppers and visitors alike

value information ahead of their visit on the range of businesses in town. This free directory will also be promoted through hotels.

Subsidised advertising: Supporting your own promotion. Investing together will mean businesses can bring down the costs of reaching wider audiences through local newspapers and radio.

Town centre loyalty card: Making shopping locally make sense. A local shopping card rewards loyalty and allows you to offer promotions and perks that incentivize shoppers to keep coming back.

Llanelli's USPs

- Llanelli House
- Independent shops & cafes
- Llanelli Market
- The Ffwrnes Theatre
- The Sunken Gardens
- The Scarletts
- Music scene
- Easy access to attractions e.g. Pembrey Country Park & the coast



Promoting pride, entertaining events, widening audiences

Build on existing events: Creating a year-round calendar

Working with partners we can make sure existing events are joined up into a stronger offer, and effectively promoted making sure everyone knows there's always something on in Llanelli.

- Working with the St Elli Centre to dovetail budgets into a joint marketing programme
- Working with the county, town and rural councils so our Christmas period kicks off with a spectacular carnival
- Evaluating and improving on events each time so businesses benefit

With the St Elli Centre currently delivering marketing for the shopping centre in isolation, a coordinated approach with Ymlaen Llanelli will enable us to take our marketing offer further and promote the town centre as whole.

- Charles Spooner, Director New River Retail

Deliver new events: Building audiences of the future

Ymlaen Llanelli will bring new and younger audiences into town by:

- Making sure local clubs and organisations feel the town centre is a place to showcase their talents
- Target events at young people and families, to reconnect with the town centre
- Promoting events to local schools and further afield.
- Hospitality and entertainment: Strengthening business links. The campaign 2015 reasons to visit Llanelli showed the effectiveness of coordinated promotion. Ymlaen Llanelli will make sure cooperation and cross-promotion among all our hospitality providers – retailers and taxi and transport providers, as well as hotels, restaurants, pubs, venues – will bring even bigger benefits in future.

ENHANCING EXPERIENCE

07

Successful places make the most of their assets yet Llanelli has suffered from buildings seemingly left to deteriorate. Ymlaen Llanelli will create a better experience for visitors and change perceptions of our town centre by improving its appearance.

Improve retail frontages: Raising the quality of our properties. We will help Llanelli businesses access the £700,000 loan available over the next 15 years from CCC to enhance shopfronts, signage and properties, and make empty shop windows more vibrant by introducing window vinyls.

Green the centre: Brightening the town centre. Successful places across the UK know that investing in planting improves the look and feel of the trading

environment: Ymlaen Llanelli will work with the Town Council to deliver additional planting opportunities.

Safer town centre: Working to tackle crime Ymlaen Llanelli will create a safer environment by working with the police and other safety partnerships.

The more businesses joining Store net and retail crime partnerships the more effective they can be, so we will help subsidize costs for businesses to get involved.

Better customer experience: Making visitors feel valued. Llanelli should be known as the town where customer service is great and visitors are given a warm Welsh welcome. Ymlaen Llanelli will work in partnership to develop the Ambassador team, greeting visitors, report on environmental issues for quick repair and offer a reassuring presence.

Looking great, being safe, feeling welcome

We need to **encourage people back into town**. Ymlaen Llanelli will work with businesses to make the most the most of our town centre offer – **coordinating existing events, improving advertising and delivering new campaigns** – so there's always something on in Llanelli!

- Matthew Harvey, Specsavers



DEVELOPING STRATEGY

Cutting costs, building know-how, giving business a stronger voice



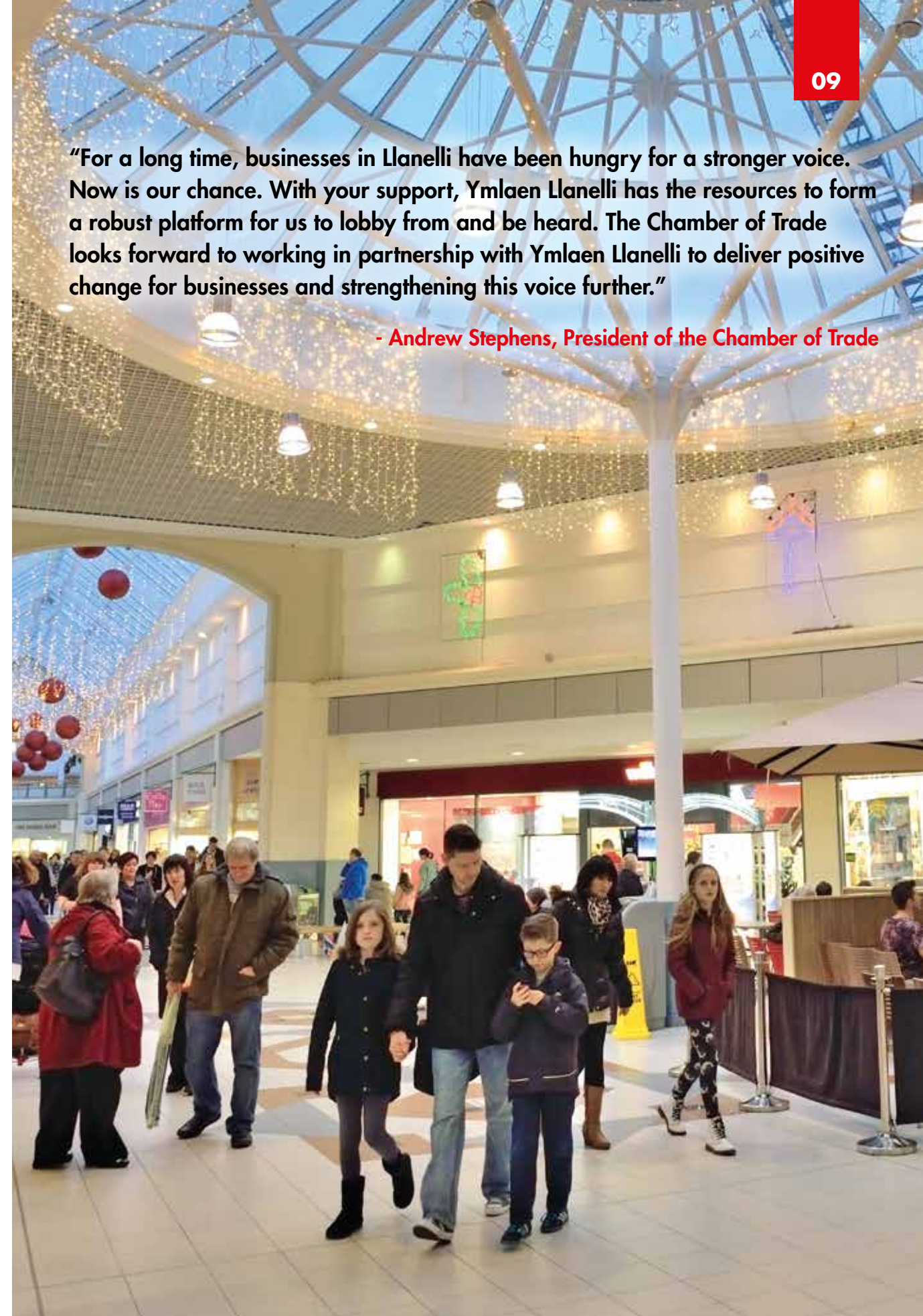
John O'Brien, store manager of Wilkos discusses with Lesley Griffiths Minister for Communities and Tackling Poverty, how the BID can work closely with public authorities

Individual businesses are the lifeblood of the town centre. As well as improvements to our trading environment, Ymlaen Llanelli will make sure our existing businesses flourish and new ones are successful.

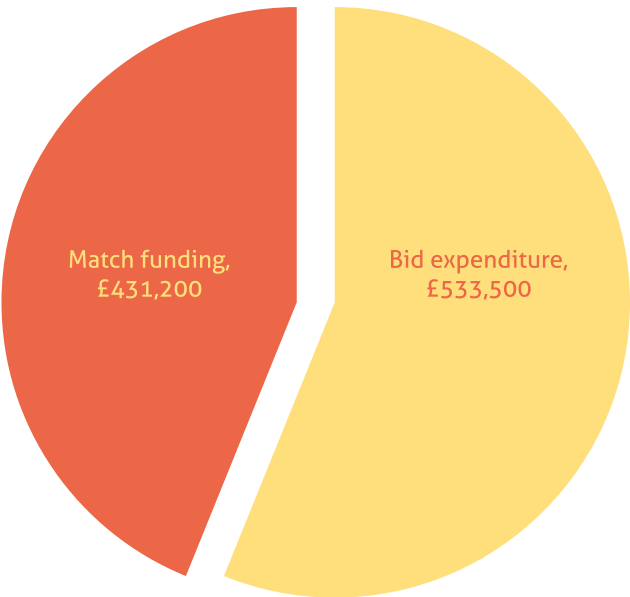
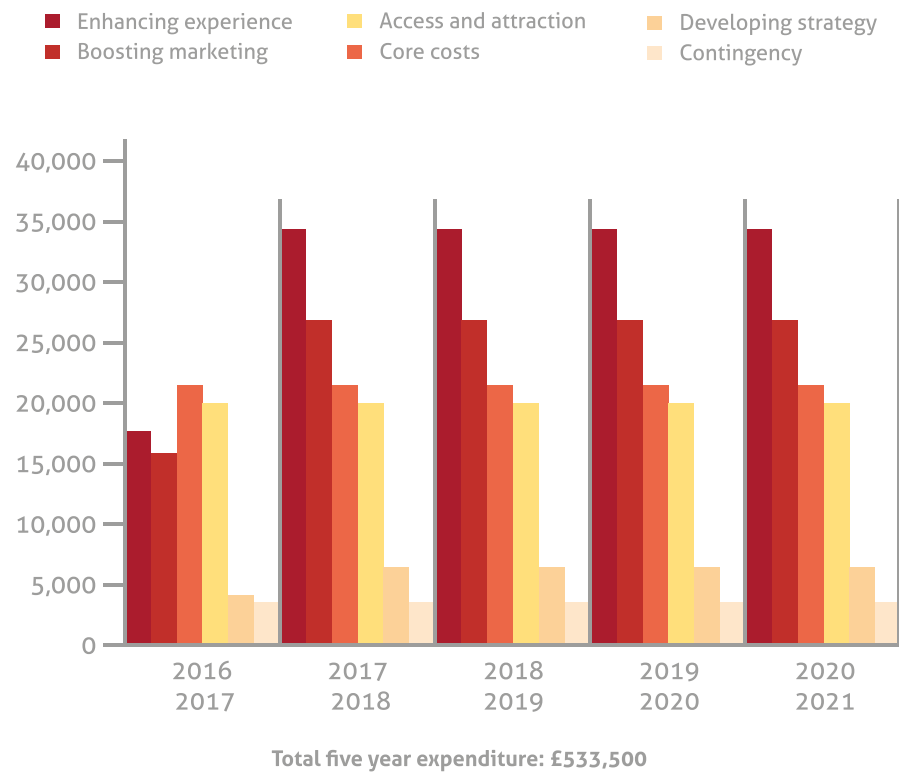
- Lower business costs: Negotiating savings for your business. Ymlaen Llanelli will lower costs by purchasing services together. This could include advertising, waste, recycling and energy.
- Animate empty shops: Incubating new ideas Ymlaen Llanelli will encourage meanwhile use and pop-ups so new businesses can test their products and Llanelli shoppers have a unique and changing offer.
- Support new business: Helping enterprise succeed. Llanelli's offer will be strengthened for everyone if successful new businesses set up here. Ymlaen Llanelli will increase access to information, grants and support and develop better relationships with landlords and agents.
- Build business know how: Keeping you in the loop. Ymlaen Llanelli will be an information point with regular town centre updates, networking and workshops with key speakers, so you stay up to date with changes that will be affecting business.
- Lobby for business: Making local business heard. With a collective group of businesses driving Ymlaen Llanelli forward, and resources behind it, the BID will provide a strong business voice to local councils on issues that matter to you.

"For a long time, businesses in Llanelli have been hungry for a stronger voice. Now is our chance. With your support, Ymlaen Llanelli has the resources to form a robust platform for us to lobby from and be heard. The Chamber of Trade looks forward to working in partnership with Ymlaen Llanelli to deliver positive change for businesses and strengthening this voice further."

- Andrew Stephens, President of the Chamber of Trade



Investment 2016 - 2021



Investment 2016 - 2021

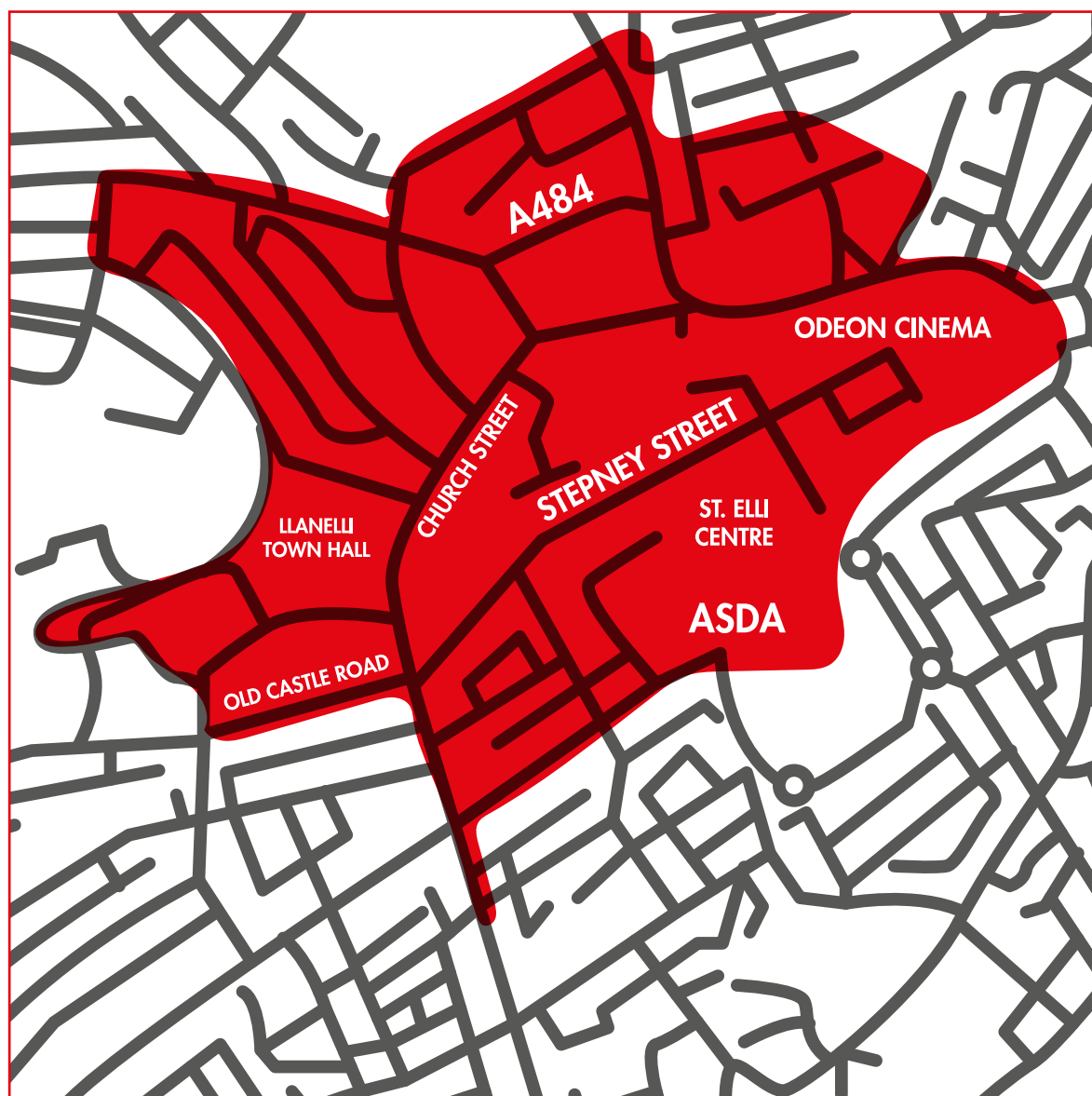
Total BID expenditure over the 5 year term: £964,700			
Match funding from the			
Town Council	£106,200	Carmarthenshire County Council	£250,000
Rural Council	£75,000	Aligning retail spend with New River Retail	



Carmarthenshire County Council is committed to working with Ymlaen Llanelli to ensure that businesses can **grow and prosper**. This incorporates a partnership approach between stakeholders and **increased access to funding and support**.

– Cllr Dole, Leader Camarthenshire County Council

MAP OF THE BID AREA



"If the BID is approved the Town Council looks forward to working in partnership with Ymlaen Llanelli in order to improve our town centre".

- Cllr Carl Lucas, Leader of Llanelli Town Council

13

Llanelli needs change and is yearning for something that can ensure its viability and a positive future. **I believe that Ymlaen Llanelli is the way forward** which is why, despite being a business below the threshold and exempt from the levy, **I will be providing a voluntary contribution and my full support.**

- Amanda Davies, On Your Bike



Having a Business Improvement District will put Llanelli in good company. There are now over 200 BIDs across the UK, working successfully to enhance commercial areas for their members. If successful, **Ymlaen Llanelli** will be the sixth BID in Wales, joining Swansea, Merthyr Tydfil, Newport and, most recently, Caernafon and Bangor

1. Why have a BID?

A Business Improvement District is a business-led and funded organisation working to deliver projects that benefit a defined area and its businesses, and which are **in addition to those provided by the council, the Police and others**. BIDs empower businesses to choose, fund and lead a programme of services and projects to increase footfall and improve the trading environment, and they can attract additional funds, growing the funds contributed by businesses.

Ymlaen Llanelli will make your money go further

2. How will Ymlaen Llanelli be funded – and where is it spent?

Ymlaen Llanelli will be funded by a 1.25% levy on the rateable value (RV) of all hereditaments, or business units, within the defined BID boundary with an RV of £6,000 or more, based on the RV as of 29/10/2015 (the date of Notice of Ballot).

- Businesses with an RV below this threshold will be exempt from paying the BID levy.
- Ratepayers who receive mandatory relief from business rates, and are office based (non-retail), will have their BID levy discounted at the same rate. This discount will not apply to those hereditaments in receipt of mandatory relief, which are retail. The BID levy will not be reduced to reflect any discretionary rate relief.

This levy will raise a collective pot of £500,000 to be invested in the town centre over the five-year term of the BID. The BID's services will be above and beyond what the Local Authority and Town Council currently provides for the town centre.

- To ensure that services will be additional to what's already delivered, the BID will have a baseline agreement with the local authorities, which details the services they currently deliver. BID funds are ONLY for projects in addition to those delivered by the local councils and can only be spent to improve the area in which they are raised.

So you know exactly how much you would be paying through your BID levy we are offering one-to-one appointments with each of the businesses in advance of the ballot, to talk through the business plan and discuss how much you will contribute. Please contact Becky on 07803 503973.

Ymlaen Llanelli will only spend here in Llanelli town centre

3. How does the ballot work?

The BID can only be set up after a successful ballot of eligible businesses in Llanelli.

- On 12th November all eligible businesses within the BID boundary will receive a ballot paper in the post at the ratepayer's (business) address. For national companies this may need to be forwarded to the voter at head office and returned by post. To appoint someone to vote on your behalf, you need to fill out a proxy form and a new ballot paper will be issued to you. We will discuss this with you. You will have 28 days to cast your vote.

To be established, the ballot must pass on two counts: a simple majority of those voting must be in favour **and** their votes must represent more than 50% of the total rateable value of the properties that vote.

Ymlaen Llanelli must pass the 'dual key' test

4. How is the BID levy collected?

If the ballot returns a 'yes' vote Ymlaen Llanelli will become a company limited by guarantee. The BID levy will be mandatory for all eligible hereditaments (those over £6,000 RV) within the BID area. This includes those owned by the local authorities, and other public bodies.

The BID levy will be collected on an annual basis and we have commissioned the local authority to collect the levy on our behalf as a separate bill. The levy will be amended on an annual basis in line with inflation.

Ymlaen Llanelli will mean all eligible businesses contribute

5. How long will the BID last?

The BID will run for a term of five years, meaning guaranteed investment in Llanelli town centre until 2021. If businesses want the BID to continue beyond 2021 they will make a decision through a renewal ballot.

Ymlaen Llanelli guarantees investment until 2021

6. How will the BID be governed?

If a Yes vote is achieved an independent, not-for-profit company will be established, known as **Ymlaen Llanelli**. It will be a transparent body, open to scrutiny from its levy payers and the community in which it operates, with regularly updated information about income and expenditure available to all members of the BID. **Ymlaen Llanelli** will continue to be led by the private sector – a **board of directors** who represent a cross-section of businesses in Llanelli town centre and **theme groups** also drawn from local businesses, who will meet to oversee specific projects in the programme's four main strands. A part-time BID manager or project specific support will deliver the programme, overseen by the board.

- From January-March 2016 a new not for profit company limited by guarantee is established
- April 1st 2016: **Ymlaen Llanelli** will go live and the first levy payments collected.

An **evaluation framework** will be used to measure performance, using data such as crime statistics and footfall figures, visitor and business surveys. Regular progress reports will be made to levy payers and the wider business community.

Draft articles of association will be posted at www.ymlaenllanelli.com

Ymlaen Llanelli will measure the benefits of its programme

"The Rural population depend on the town centre for many services. Having run a shop on Stepney Street I know how much the centre could benefit from the BID programme, and I'm delighted the Rural Council has the opportunity to support it"

Carol Ann Rees, Leader of Llanelli Rural Council



CONTACT US

Get in touch with Becky and the team to ask questions, get more involved or provide feedback, or drop in and see our chair, Jonathan Armstrong at Emilia May Gifts, or one of the other steering group members.

Email: chair@ymlaenllanelli.com **Tel:** 01554 780170

A TIME FOR CHANGE This is our chance to influence Llanelli's future and drive change.

KEY DATES

THURSDAY 29 OCTOBER

You will receive an official notification about the upcoming ballot

THURSDAY 12 NOVEMBER

You will receive your postal voting pack from CCC with your ballot paper enclosed.

THURSDAY 10 DECEMBER

Ballot closes at 5pm

FRIDAY 11 DECEMBER

Ballot result announced

1ST APRIL

Ymlaen Llanelli starts working for you!

**LOOK
OUT FOR
YOUR
VOTING
PACK**