

YMLAEN
LLANELLI
PROSPER TOGETHER

Business
Improvement
District

A Renewal Ballot
Proposal for
2026 to 2031



..... Introduction

Who can believe that Ymlaen Llanelli is in its tenth year?
Ymlaen Llanelli was created by Llanelli businesses for Llanelli
businesses back in 2016, and now **we can't imagine town without it.**

Five years ago, we achieved record results in our first renewal ballot, despite the fact that we were still in the midst of the pandemic and in and out of lockdown. The support that we were able to offer our businesses during that time was invaluable and helped us all through the crisis. We are now five years on, and the situation facing our high street is as tough as ever.

Our hugely popular calendar of events continues to drive footfall into our town centre; our town centre trails continue to delight children and adults alike; our Love Llanelli loyalty card scheme encourages spend in local businesses; we are a strong lobbying voice for the Llanelli business community, fighting in your corner as a force to be reckoned with, and our AmbassadorElli programme and continued work with the local Police has been key to tackling anti-social behaviour in town.



From now until 2031, we plan to continue and expand our existing initiatives and introduce others to help our town centre.

Our role continues to be vital.

Please vote YES to allow us to continue to deliver invaluable services for Llanelli.



VOTE YES

Our record on boosting marketing

Events programme

Our ever-growing and highly-anticipated annual calendar of events brings thousands of people into the town centre every year.

The events are now a Llanelli tradition, and we can't ever imagine our town without them. Who would have thought back in 2018 that our 80s Festival would become so big? Or that our Food & Drink Festival would become so popular that every year we are so oversubscribed with traders that we have to turn away as many applications as we accept! Llanelli Augustfest (aka the beer one!) is also now in its third successful year, helping to highlight the many pubs and clubs of Llanelli town centre and attracting a whole new, younger demographic in the process.



Social media

We continue to attract people to our town through our aggressive social media campaign. No other BID in Wales has the engagement that we do with members of the public and businesses across our various platforms. Our reach is so wide that we are often asked by businesses outside the BID area if we are able to promote them to our followers (we have a strict town centre-only policy for our page, so we politely decline these requests). At the time of writing, we have over 12,000 followers on Facebook and 2,700 on Instagram who interact with and share our town centre positive posts.



Love Llanelli campaign

During Covid-19, we started a 'Love Llanelli' campaign to remind our local community how much they loved our town centre and to encourage them to return. We know it seems like a long time ago now, but it did happen! We produced branded reusable travel mugs, canvas bags for our food festivals, and 'Love Llanelli, My Town' badges to coincide with the long-awaited reopening of indoor hospitality business. We also introduced our Love Llanelli loyalty card scheme for the first time in 2021 (see [page 4](#) for more on this!).



Llanelli Monthly Food Market

We started this initiative in collaboration with the county council to try to encourage footfall back into town following Covid-19 restrictions. In the months following lockdown, outdoor markets were allowed to take place long before events were, and so in the summer of 2021 we took advantage of this and created the Llanelli Monthly Food Market. The market has continued to take place on the third Saturday of every month since then (weather dependent of course!) and has brought lots of different traders to our town centre.



Events calendar

2021:

Covid-19 restrictions meant that most of our planned events couldn't take place in 2021, however, the fact that we have an annual calendar meant that we could bring our events back much faster than other towns. As soon as restrictions were lifted in Autumn 2021, we were able to start bringing much needed footfall back to the town centre again, much to the delight of businesses and members of the public alike.

2021:

- Llanelli Vintage Festival
- Llanelli Food & Drink Festival
- Llanelli Reindeer Parade

2022:

- Ymlaen Llanelli Pancake Race
- Llanelli Superhero Day
- Llanelli Dinosaur Eggstravaganza
- Llanelli 80s Festival and Armed Forces Day
- Llanelli Vintage Festival
- Llanelli Food & Drink Festival
- Llanelli 'Non-Reindeer' Reindeer Parade

2023:

- Ymlaen Llanelli Pancake Race
- Llanelli Superhero Day
- Llanelli Cartoon Capers
- Llanelli 80s Festival and Armed Forces Day
- Llanelli Augustfest
- Llanelli Vintage Festival
- Llanelli Food & Drink Festival
- Llanelli Christmas Parade



2024:

- Ymlaen Llanelli Pancake Race
- Llanelli Superhero Day
- Llanelli Cartoon Capers
- The Great Llanelli Get Together
- Llanelli 80s Festival
- Llanelli Augustfest
- Llanelli Vintage Festival
- Llanelli Food & Drink Festival
- Llanelli Christmas Parade

2025:

- Ymlaen Llanelli Pancake Race
- Llanelli Superhero Day
- Llanelli Cartoon Capers
- The Great Llanelli Get Together
- Llanelli 80s Festival
- Llanelli Augustfest
- Llanelli Vintage Festival
- Llanelli Food and Drink Festival
- Llanelli Christmas Parade

Note: In the case of a NO vote, Llanelli Christmas Parade 2025 would be our last event.



TOWN
CENTRE
TRAILS
THROUGHOUT
THE YEAR!





Our record on enhancing experience

Love Llanelli Loyalty Card scheme

We first introduced this scheme in June 2021 as a way of encouraging more spend in our local businesses that were still recovering from the Covid-19 lockdowns. 51 businesses participated in the scheme where customers collected five stickers from five businesses with purchases over £10, and received a £20 voucher to spend in town as a reward. 80 completed cards were exchanged for gift vouchers, which equals £4,000 spent in our town centre by loyalty card customers. After a one-month trial in June, the scheme was so successful that we extended it for another month into July. We re-introduced the scheme in the run-up to Christmas 2024 to even greater success, this time with 55 businesses taking part and over 145 vouchers redeemed, equaling £7,250 spent by loyalty card customers.



Town centre trails

Our town centre trails have become a mainstay of our programme, attracting large amounts of children and adults to visit our town centre to find the different objects hidden in business windows. We have introduced a variety of different trails over the years, including dinosaurs, gingerbread, Scarlets jerseys, Easter eggs, and nutcracker soldiers. Our dinosaur trail, which took place during the summer of 2021, remains our most successful to date, with 1640 entries over the six-week school holiday period. Even Jenkins struggled to keep up with the demand for dinosaur biscuits!

AmbassadorElli scheme

From February 2022 to July 2023, we received funding from the UK Government's Community Renewal Fund to employ three town centre ambassadors. These ambassadors patrolled the streets to provide support to our businesses, deal with anti-social behaviour and first aid issues, and generally help the public feel safer and happier in our town. You can read more on this on **page 9**.

“ SaveEasy are happy to support Ymlaen Llanelli. We've enjoyed taking part in previous events and firmly believe collaboration between local business and community is the way forward for Llanelli. ”

YOUR CREDIT UNION
SAVEeasy
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.....Town centre trails

2020:

- Christmas Nutcracker trail

2021:

- Summer Dinosaur trail
- Christmas Gingerbread trail

2022:

- Easter Egg Hunt
- Scarlets Summer trail
- Christmas Nutcracker trail

2023:

- Easter Egg Hunt
- Christmas Nutcracker trail

2024:

- Easter Egg Hunt
- Christmas Nutcracker trail

2025:

- Easter Egg Hunt
- Christmas Nutcracker trail



“ When the business community of Llanelli were asked to consider the formation of a 'BID', none of us really knew what to expect. I decided to read many articles on this concept and the more I read, the more exciting the idea appealed to me. Yes, it would mean an additional levy, but unlike our other payments to CCC for personal and business rates, I realised these monies would be spent only in Llanelli and not shared throughout the county or throughout the country. Initially when speaking to other local businesses they were skeptical, and I was not sure how these established traders were going to vote.

Then Mandy and her team proved that what they promised could be achieved and even bettered. Lots of planning for each event was carried out both precisely and patiently, and when the event days occurred the Town Centre came to life, just like the old days when we had Woolworths, Marks and Spencer, Tesco, and Halfords and so many others trading in Llanelli Town Centre. Quite often, we haven't had the best of weather, but despite that the town was so much busier and many traders changed their minds and were delighted to publicly back our 'BID'.

I will definitely vote yes in the vote to continue the BID and I know many traders share my view. I am also sure that the Executive on the Llanelli Chamber of Trade and Commerce will recommend and endorse my feelings.”

David Craddock



Davies Craddock Estates

Note: In the case of a NO vote, the Christmas Nutcracker Trail 2025 would be our last trail.



Our record on improving access

Free parking days

Ymlaen Llanelli have continued to work with the county council to make these days better planned and better advertised by coinciding them with big events. We have invested heavily in advertising these free parking days, and our bright yellow parking meter covers purchased early on in the BID's first term are still being used effectively, so no one mistakenly pays when they don't have to!



Christmas Parking

In 2020 and 2021, in the midst of the Covid-19 crisis, we were able to lobby the county council to use their five annual free parking days for the five Saturdays in the approach to Christmas. The county council do not usually allow the free parking days to be used in December, however we were able to convince them that businesses would need the extra support to encourage footfall into the town centre following multiple lockdowns.



DeliverElli e-cargo bike scheme

For nine months in 2022, we were able to offer a free delivery service to businesses and customers in Llanelli via an electric cargo bike, thanks to the UK Government's Community Renewal Fund. Read more on this on **page 10!**



“ Llanelli Town Council has proudly supported the BID from its inception, witnessing firsthand the vibrant energy it has infused into our town centre. Businesses have shared overwhelmingly positive feedback about the tangible benefits and improvements they've experienced. The renewal ballot is crucial for maintaining this momentum, fostering new opportunities, and enhancing the quality of life for all our residents. We urge every business to **vote for the renewal and be part of Llanelli's continued success story.** ”

Cllr David Darkin - Leader, Llanelli Town Council



Our record on developing strategy

Tackling anti-social behaviour

We continue to push for solutions to tackle anti-social behaviour in our town centre – our AmbassadorElli scheme played a large part in this. We continue to work with the Police on the issues that affect our town every day. Our Chair is passionate about this issue and is in daily contact with the local Police team and town centre security personnel, and can often be seen following potential troublemakers around the town. Trust us – she knows everything about anything that goes on in town!



Town Centre Task Force

For the last nine years we have represented businesses in this forum which brings together all town centre stakeholders, including the county, town and rural councils, Police, St Elli Shopping Centre, and Llanelli Chamber of Trade and Commerce.

Accessing grant funding

We have brought an additional £337,000 in grant funding into the town centre over the last five years, including from Food & Drink Wales for the Food Festival, and from the UK Government's Community Renewal Fund and Shared Prosperity Fund. We've also been able to access funding and on-the-ground help from Llanelli Town Council for some of our biggest events.

Attracting new businesses

We continue to be a first point of contact for new businesses wishing to set up in Llanelli town centre; we were instrumental in bringing Bradley's Coffee to the St Elli Shopping Centre.

What our town centre businesses say...

“ One of the reasons for opening a coffee shop in Llanelli was the reputation of the local BID to organise well attended events several times per year. We now prepare for a busier day whenever Ymlaen Llanelli holds an event. Being busier in town obviously means higher than normal footfall which can only augur well for the town centre every weekend. **We will be supporting the vote to continue with the BID.** ”

Jim Bradley - Bradley's Coffee



“ When CK's Foodstores became the new owners of the St Elli Shopping Centre, we knew that we wanted to get more involved in the town. I discovered Ymlaen Llanelli through my attendance at the town centre Task Force meetings. I realised that it was something we needed to be involved in, so I became a board member. It's a fantastic organisation with its finger on the pulse of what's happening on the ground. Llanelli is lucky to have such an initiative representing its businesses during these tough times. **I would encourage all businesses to vote yes to keep Ymlaen Llanelli fighting for the town.** ”

Alun Littlejohns - St Elli Shopping Centre



“ I'll be voting yes because the events Ymlaen Llanelli put on in the town are great for local businesses. ”

Robert Davies - The Party Shop

“ My vote for Ymlaen Llanelli is a YES for ALL of my businesses. The Ymlaen Llanelli team has built so many great events up over the years which bring revenue back to the town centre. Anyone missing these days or voting no would be silly and clearly don't have Llanelli at their heart. ”

Paul Francis - Anyone Waiting and EJs Dance Bar



“ I'd like to give praise to the Ymlaen Llanelli events scheme. I have a cafe in Llanelli town centre. On event days town is lively and bustling. Footfall is so much higher and in turn the local businesses benefit from these very busy days. They give a much-needed boost to our turnover and create a lovely community spirit. **I'll be voting YES** to keep Ymlaen Llanelli running for the benefit of Llanelli town centre and the wider community. ”

Hayley Whayman - Teapot Café

AmbassadorElli and ... DeliverElli

In 2021, Ymlaen Llanelli applied to the UK Government's Community Renewal Fund for £177,550 to run two pilot schemes for our town centre. Our application was successful, and in 2022 we launched the AmbassadorElli and DeliverElli schemes with the aim of benefitting town centre businesses and the local community.



AmbassadorElli saw us employ three town centre ambassadors from February 2022 until July 2023. Dan, Colin, and Ceri patrolled our town centre six days a week and dealt with anything and everything that cropped up.

They were the friendly faces of the town centre and provided key support for businesses and the public, taking on a major role in first aid situation and being a much-needed link between vulnerable people and support organisations. Anti-social behaviour, shoplifting and Police liaison also became a huge part of their daily work.

When the fund came to an end in December 2022, we applied to Carmarthenshire county council's Targeted Finance Fund, which covered an additional three months of funding. We then applied for further funding which would have expanded the scheme and continued it until December 2024, however this application was unsuccessful. The ambassadors make a massive impact in town and we as an entire town centre sorely miss the ambassador presence every day. We will continue to look for sources of funding to revive the scheme in future.



In sixteen months, the ambassadors dealt with:

- **467** alcohol related incidents
- **291** ant-social behaviour incidents
- **209** attempted thefts
- **178** drug-related incidents
- **162** needles picked up
- **154** casualties
- **81** incidents of violent behaviour
- **18** suicide attempts

...and many more incidents.



Our second pilot scheme was the DeliverElli scheme, which saw us offer an electric cargo bike delivery service to town centre businesses and their customers. The scheme started in March 2022 and ran until December 2022.

The service was free for both businesses and customers, with all costs covered by the UK Community Renewal Fund. Together with our rider, Lee Morris, we continuously fine-tuned the scheme to cater to business and customer needs. Eventually we settled on the scheme running three days a week, with Lee taking calls and requests from both members of the public and town centre businesses.

He delivered everything, from takeaway food and crockery, to huge bags of pet food and vitamins! He was a friendly face and a constant presence around town in his red uniform in all weathers, and could sometimes be seen battling the elements in his fishing suit. His dedication to the role and the success of the scheme was such that he even resorted to following customers around to transport their goods to their cars!



When the UK Government's Community Renewal Fund came to an end in December 2022, so too did the DeliverElli scheme. Sadly, we lost Lee to cancer in June 2024.

He is greatly missed.



Moving forward: **Boosting marketing**

Just because our events are now long-established does not mean that we can afford to lose them! We want to keep them going, make them bigger and better, and add to the calendar over the next five years.

In the next five years we will:

- 1** Maintain and build on our incredibly successful calendar of events. We can't let any of our events go as we would all miss them too much. Therefore, we will strive to make each one bigger and better by applying for more grant funding and adding more and more components to each one.

We will also try our best to add to the calendar as much as we can.



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- 2** Continue our aggressive marketing campaign for the town centre across all media. People love to engage with everything to do with Llanelli, and we're committed to keeping it positive!





Moving forward:

Enhancing experience

To continue enhancing the town centre experience, we will:

1 Continue to work with the Police to tackle the anti-social behavior issues and create a more welcoming environment for shoppers.

2 Continue to build on our successful town centre trails. The trails are an effective way of showcasing the diverse range of businesses and offers that we have in Llanelli to the hundreds of children and adults that complete them.

3 Strive to make the town centre an attractive place to live and work, and ensure that those who live in town have all the amenities that they need.

4 Work to bring businesses that may be on the outskirts of town into the town centre.





Moving forward: Improving access

Parking continues to be an important issue, therefore we will:

- 1** Continue to widely advertise the free parking available in our town to ensure as many visitors as possible are aware and can take advantage of the offer.
- 2** Work with local residential homes and sheltered accommodations to organise days out to the town centre for their residents, giving them a whole-day experience of shopping and dining out.
- 3** 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.
- 4** 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.





Moving forward: ... Developing strategy ...

Ymlaen Llanelli will continue to fight on behalf of town centre businesses by:

1 Being a strong voice for businesses and working with the county council, Police and other agencies.

2 Accessing further grant support that may be available to supplement the levy income and use it to enhance the town centre in whichever way possible.

3 Continuing to work with other BIDs in Wales to lobby the Welsh Government on issues affecting town centres.

4 Improving the reputation of Llanelli town centre to make it somewhere people want to invest and open new businesses.

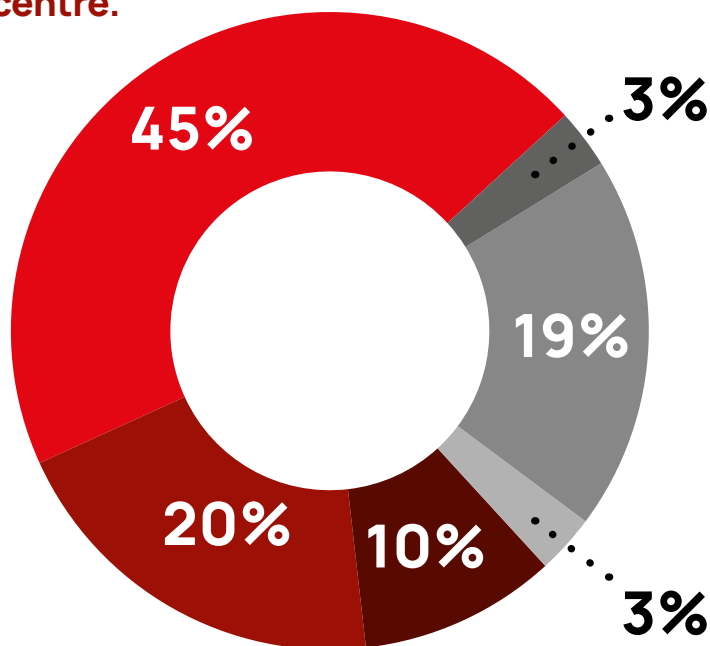




..... Financial breakdown

This is how Ymlaen Llanelli will continue to invest annually in the town centre.

- **Marketing** - £43,016.06
- **Experience** - £19,118.25
- **Access** - £9,559.13
- **Strategy** - £2,867.74
- **Core costs** - £18,162.34
- **Contingency** - £2,867.74



£5,000 threshold – levy at 1.5%

Total rateable value	Total yearly income	Total five-year income	Number of contributors
£6,372,750	£95,600	£477,500	269

... The levy rate

The levy rate for Ymlaen Llanelli's first and second terms was fixed at 1.25%. For the third term, we have made the difficult decision to increase this rate to 1.5% due to the reduction in rateable values across the town centre. The increase means that our annual levy total will be approximately the same as it was for the first ten years.

If the rate had been kept at the original 1.25%, Ymlaen Llanelli would have seen an annual deficit of £12,000, which means we would not have been able to maintain our programme as it is now. This slight increase means that we will be able to continue to provide the services that the town centre has come to rely on and expect.

How much will my payments increase by?

We've laid out the increase for a £5,000 rateable value property below as an example.

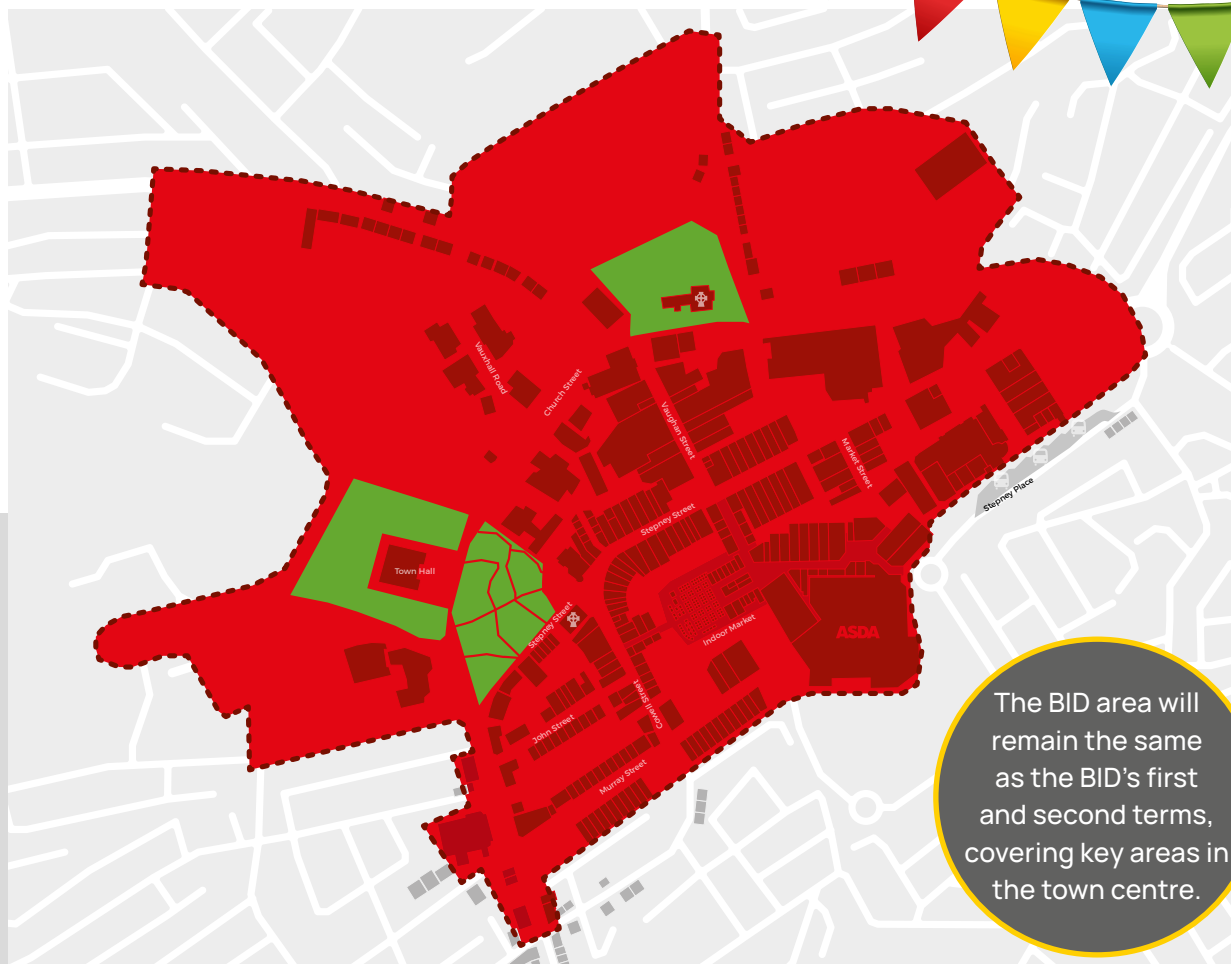
Rate	1.25%	1.5%
Total rateable value	£5,000	£5,000
Yearly contribution	£62.50	£75
Monthly contribution	£5.21	£6.25
Weekly contribution	£1.20	£1.44
Daily contribution	£0.17	£0.21

How much will I pay?

You can figure out your new annual levy payment by multiplying your rateable value by 0.015. We have provided some examples below.

Rateable value	Yearly	Monthly	Weekly	Daily
£7,500	£112.50	£9.38	£2.16	£0.31
£15,000	£225	£18.75	£4.33	£0.62
£25,000	£375	£31.25	£7.21	£1.03

.... The BID area



The BID area includes the following streets, either in whole or in part:

- Bridge Street
- Church Street
- Coldstream Street
- Coleshill Terrace
- Cowell Street
- Crown Parade
- East Gate Leisure Quarter
- Frederick Street
- Goring Road
- Hall Street
- Island Place
- John Street
- Llys yr Hen Felin
- Market Precinct
- Market Street
- Mill Lane
- Mincing Lane
- Murray Street
- Old Castle Road
- Park Crescent
- Park Street
- Prospect Place
- St Elli Centre
- Station Road*
- Stepney Precinct
- Stepney Street
- Swanfield Place
- The Market
- Thomas Street
- Town Hall Square
- Vaughan Street
- Vauxhall
- Waunlanyrafon
- West End
- West End Yard

*(to junction with Inkerman Street & Waterloo St)

Q&A

What is a Business Improvement District?

A Business Improvement District (BID) is a business-led and -funded partnership where businesses within a defined area invest money together to make the improvements that they identify for their trading environment. BIDs are established through a ballot in which businesses vote on a BID proposal for their area. If the ballot is successful, then a BID company is set up to manage and operate the BID – this is an independent, non-profit organisation run by and for BID members. Each BID is funded through its own discrete BID levy, which is a small percentage of a business' rateable value. BIDs are required to go back to ballot at the end of each term. Ymlaen Llanelli was set up in 2016 following a ballot of eligible businesses, and was renewed at a second successful ballot in 2021.



How is Ymlaen Llanelli funded?

Ymlaen Llanelli is funded by a 1.5% levy on the rateable value of hereditaments (business units) within the defined BID boundary that have a rateable value of £5,000 or more, as of the notice of ballot date (11th September 2025). Businesses with a rateable value below £5,000 are not eligible to vote and are exempt from paying the levy, although they can contribute voluntarily. This levy raises a collective pot of £477,500 that is invested into the town centre over the BID's five-year term.

Total rateable value	Total yearly income	Total five-year income	Number of contributors
£6,372,750	£95,600	£477,500	269

The BID levy is mandatory for all eligible hereditaments within the BID area; this includes those owned by Carmarthenshire County Council and other public bodies.

How is the levy collected?

The BID levy is collected on an annual basis; Ymlaen Llanelli commissions the county council to collect the levy on our behalf as a separate bill. The levy will be fixed for five years based on the rateable values as of 11th September 2025.

Where is the money spent?

BID funds can only be spent to improve the area in which they are raised – Ymlaen Llanelli only invests here in Llanelli town centre. Ymlaen Llanelli has a baseline agreement with the county council which details the services that the county council currently delivers. This baseline agreement ensures that all BID services are in addition to county council services.

Q&A



How is the BID governed?

Ymlaen Llanelli was established in April 2016 following a successful BID ballot in November 2019, and was renewed for a second term following a successful renewal ballot in March 2021. It is an independent, not-for profit company. It is 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 is led by the private sector. A board of voluntary directors representing a cross-section of businesses in Llanelli town centre meet to oversee projects in the programme's four main strands. A part-time BID manager and a part-time project coordinator deliver the programme, overseen by the board. Any BID member can apply to join the board of directors at any time. The makeup of the board must be representative of the town centre, and includes a cross section of stakeholders from all sectors and sizes. All directors are volunteers and are not paid to take on the role. Board meetings take place regularly, and meeting minutes are uploaded to the Ymlaen Llanelli website. The Ymlaen Llanelli AGM takes place in September.

How long does the BID last?

The BID runs for a term of five years. If the renewal ballot is successful, this will ensure guaranteed investment in Llanelli town centre until 2031, when another renewal ballot would take place. The BID was established following a successful ballot in November 2015 and it was renewed following a successful renewal ballot in March 2021, both of which adhered to the rules outlined on the next page. If you have any questions about how the renewal ballot works, please get in touch through any of the contact details on the back cover.

“ I am pleased to see Ymlaen Llanelli prepare for their upcoming Business Improvement District re-ballot after another successful term. Since their establishment in 2015, Ymlaen Llanelli has been a driving force behind the transformation of our town centre. Their commitment to delivering high-quality events, improving accessibility, and supporting local businesses has brought renewed energy and life to Llanelli. From the vibrant Augustfest, Food and Drink Festival and Cartoon Capers events, to their year-round promotional efforts, Ymlaen Llanelli has consistently demonstrated its value to our town and its businesses.



The upcoming re-ballot is a critical moment for Llanelli's town centre business community. A successful vote will ensure that the Ymlaen Llanelli can continue their work to enhance the town centre, support economic growth, and deliver a shared vision for a thriving Llanelli. Their plans for the next term promise even more innovation, collaboration, and investment in the heart of our town. With a commitment of boosting marketing, enhancing the Llanelli experience, and improving access into the town centre. ”

Cllr. Hazel Evans - Cabinet Member for Regeneration, Leisure, Culture & Tourism

.... The ballot

Ymlaen Llanelli can only be re-established after a successful ballot vote of eligible businesses in Llanelli town centre.

In September 2025, all businesses within the BID boundary with a rateable value of £5,000 and above will receive a ballot paper in the post at the ratepayer's address. You will have 28 days to cast your vote. Voting closes on **Thursday 23rd October at 5pm**.

To be successful, the BID ballot must pass on two majorities:

- 1 A simple majority of those voting must be in favour**
- 2 The votes of those in favour must represent more than 50% of the total rateable value of the properties that vote**

If your business has a rateable value of £5,000 or more as of **11th September 2025**, then you will be eligible to vote in the renewal ballot and thus eligible to pay the BID levy if the ballot returns a majority YES vote. If you're receiving this proposal document in the post, then you are eligible to vote in the ballot.

The BID ballot is administered by Carmarthenshire County Council. It is arranged in line with rules set out in the Business Improvement Districts (Wales) Regulations 2005.

Proxy votes

You have until **Monday 13th October** to nominate a proxy to cast your vote on your behalf. If you have received this document in the post, then you will have received a proxy nomination form enclosed in the same envelope. If you cannot find your proxy nomination form, please contact us to arrange a replacement for you (details on back cover).

Replacement ballot papers

If you misplace your ballot paper, please contact us urgently for information on how to obtain a replacement (details on back cover). Replacement ballot papers can only be issued from **Friday 17th October**, which means you'll then only have a few days to return your vote.





Key dates

Thursday 11th September 2025: Notice of ballot

You'll receive an information pack about the upcoming renewal ballot, including a copy of this proposal document.

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Thursday 25th September 2025: Ballot opens

Please look out for your ballot paper in the mail. The vote will mostly be carried out via post – a pre-paid envelope will be included for you to return your vote.

If you lose your ballot paper or if it doesn't arrive, please get in touch as soon as possible.

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Thursday 23rd October 2025: Ballot closes at 5pm

Be sure to have your say – every vote counts! A ballot box will be available in the town centre on this day to ensure any last-minute votes can be cast on time and counted.

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Friday 24th October 2025: Result announced

The result will be announced as soon as all votes have been counted and verified.

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Wednesday 1st April 2026: Third term begins

Ymlaen Llanelli BID will continue to serve town centre businesses for a third term if a majority yes vote is achieved.



“ Becoming a voluntary contributor to the BID levy was an easy decision having seen all the fantastic work Ymlaen Llanelli does for our town centre. The wide range of events organised throughout the year results in a huge increase in footfall, bringing energy and vibrancy to the town - **directly benefitting local businesses.** ”

The BID's commitment to supporting and improving Llanelli town centre and its businesses makes a real difference, **as a Llanelli business and resident I'm proud to be part of it.** ”

Mike Davies

DESIGN *yo!*
CREATIVE DESIGN & PRINT



Reasons to vote yes



Town centre events

Ymlaen Llanelli has established a calendar of events that have drawn thousands of people into the town centre. These events would not continue without us.

.....



Promotional schemes

Ymlaen Llanelli has a unique platform to promote Llanelli town centre and its businesses. Without us, there would be no loyalty card schemes, town centre trails, or comprehensive social media channels.

.....



Grant funding

Ymlaen Llanelli has brought over £337,000 worth of additional funding into Llanelli town centre. Without the BID, there would be no town centre organisation with the same capacity and track record as us that would be able to access this level of support on behalf of our town.

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A strong voice for businesses

Ymlaen Llanelli has become a force to be reckoned with in the town and a major stakeholder that is consulted on all major developments. We are a strong lobbying voice for all our town centre businesses.

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Boots on the ground

Ymlaen Llanelli has been able to provide boots on the ground quickly for the town centre throughout the last ten years, particularly when the unexpected hits, the Covid-19 pandemic being the most extreme example. Without the BID, there would be no one for businesses to turn to in times of crisis.



For more information on Ymlaen Llanelli, this proposal, or the renewal ballot, please get in touch via the following:

Mandy Jenkins, BID Manager

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