

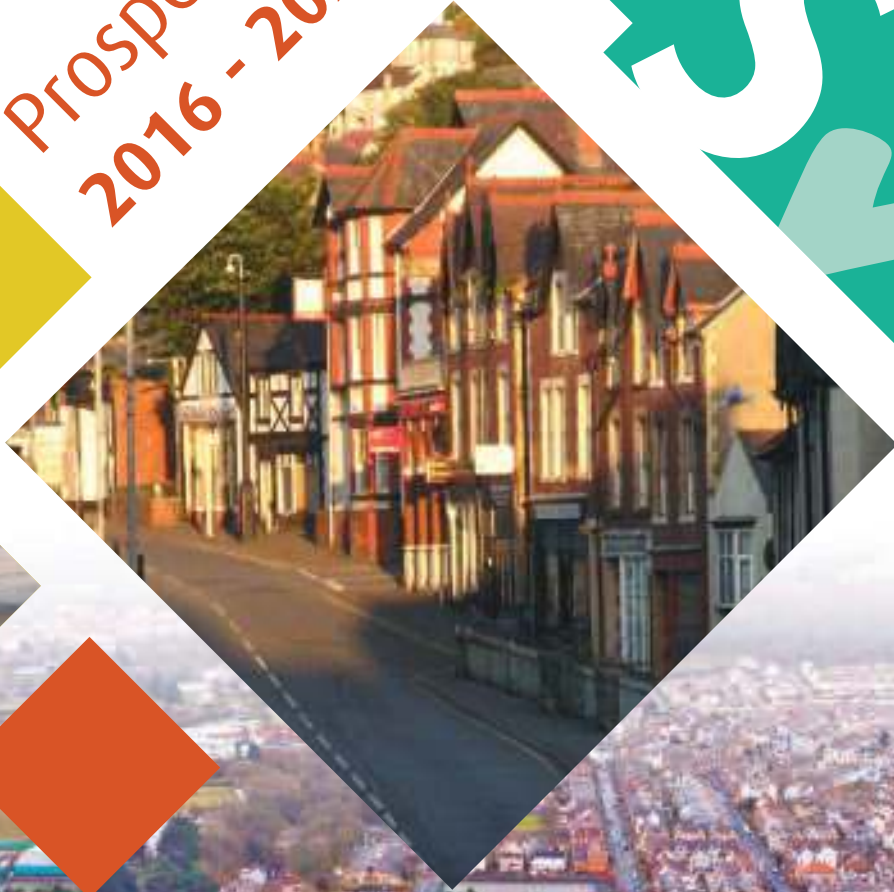


ARDAL GWELLA BUSNES

agbColwynbid
BUSINESS IMPROVEMENT DISTRICT

VOTE
YES

Prospectus
2016 - 2021



RHOS-ON-SEA ✓ MOCHDRE ✓ COLWYN BAY ✓ OLD COLWYN ✓

The Colwyn BID

The Colwyn BID Steering Group was established eighteen months ago to develop a Business Improvement District. The aim of this project is to improve the conditions of the four main business communities across the Bay of Colwyn; Colwyn Bay, Rhos-on-Sea, Old Colwyn and Mochdre, and to attract more visitors, clients and customers to the area.

The Vision

Through this business-led programme of investment the vision is: 'Creating the Bay of Colwyn: the seaside centre, perfectly placed for business and leisure'.

Working with others

The BID investment programme will be delivered through the three key strategic objectives and their related activities identified in this prospectus.

This will be achieved through the BID's collective voice and influence and working closely with other businesses, local authorities, organisations and agencies.

Current BID Steering Group Members

The BID Steering Group set up for the development of this BID acts as the body which has proposed the BID for the purposes of the BID Statutory Provisions.

A totally separate and independent company will be set up, limited by guarantee, and will be responsible for the implementation of the BID plan. Membership of the board of the company will be open to all businesses in the BID area.

The current members of the BID Steering Group are as follows:


Name	Organisation	Area represented
Chris Jackson	Chair	All
Richard Baddeley	Richard Baddeley & Company	All
Teresa Carnall	TBC Marketing	All
Peter Steel	Linney Cooper	All
Rob Dix	CCBC	All
Ingrid Lewis	CCBC	All
Graham Bowser	Bay View Shopping Centre	Colwyn Bay
Sarah Jones	Cambrian Photography	Colwyn Bay
Debra Matthews	The Mayfair	Colwyn Bay
Hayley Walker	The Glass Lounge	Colwyn Bay
Jackie Crane	Alpha Business Centre	Colwyn Bay
Tina Earley	Bay of Colwyn Town Council	Colwyn Bay
Tony Earley	Financial Adviser, Mochdre	Mochdre
Syd Gaskin	Gaskins Carpets & Beds Warehouse	Mochdre
Natalie Pritchard	Colwyn Bay Motorcycles	Old Colwyn
Darren Poynton	Poynton's Butchers	Old Colwyn
Huw Edwards	Bone and Payne	Old Colwyn and Colwyn Bay
Harry Lloyd-Jones	Credent Insurance	Rhos-on-Sea
Maggie Bradley	Red 16 Café	Rhos-on-Sea

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on the Colwyn BID website www.colwynbid.co.uk or by phoning 01492 577680 or emailing Chris Jackson at info@colwynbid.co.uk

Message from the Chair of the Colwyn BID Steering Group



The key challenge the Bay of Colwyn has to overcome is a lack of identity and sense of direction about its future. Colwyn is often passed by and yet it is home to respected and internationally acclaimed businesses, a superb coastal environment and has internationally acclaimed facilities such as those at Eirias Park. We fail to take advantage of these factors or promote the fact that this area is actually a key centre of excellence in so many spheres of business life.



Businesses across the Bay of Colwyn are not alone in facing the recent challenges of the economic down turn. Increased pressures from changing lifestyles, increased mobility, more competition, greater customer choice and internet shopping have further prohibited business growth. However, the businesses which will thrive into the future are those located in places which

offer a great customer, client and visitor experience. This BID Business Plan sets out goals and initiatives which aim to address this and develop and project the identity of the Bay of Colwyn so that in turn the businesses here benefit. It will ultimately help the area attract more investment and provide a quality of life which retains a skilled work force.

We feel that the investment we are seeking from individual businesses in the BID programme is modest in relation to what collectively can be achieved. For the smallest company in the Business Improvement District, the daily cost is equivalent to a postage stamp and even for the very largest organisation the daily cost is less than the price of a single cinema ticket.

As a business in the Bay of Colwyn, we believe this project will make a positive difference to your bottom line. This plan has been created by business people like you, who have a wide range of business experience. They have helped to represent your interests on the Colwyn BID Steering Group, which has guided the development of this BID business plan.

Our cumulative investment will provide a business-driven focus to ensure that the Bay of Colwyn starts to take advantage of its key assets, its businesses and acclaimed educational establishments. This will help raise our profile and in turn provide essential support to its businesses. This investment will also set standards in the area which reflect and are in line with our own aspirations as businesses. The budget over the five year BID lifetime is more than £1.25 million.

This is a realistic plan with realistic targets at a realistic cost. It is a chance for the Bay of Colwyn businesses to take the lead in how the area presents itself and is perceived. Don't let this unique opportunity slip by - we urge you to look carefully at the proposal and to give it your full support at the formal BID vote in November.

Chris Jackson OBE
Chair of the BID Steering Group



Activities for 2016 to 2021 if you vote **YES**

- ◆ Projects to support businesses in Old Colwyn, Colwyn Bay, Rhos-on-Sea and Mochdre specific and appropriate for each area
- ◆ Clear and distinctive Bay of Colwyn brand used for promotion of all parts of the area
- ◆ Signage, maps and guides to improve access and links between all parts of the area
- ◆ Campaigns and promotions for retail and leisure businesses
- ◆ Improved appearance of derelict sites and vacant buildings
- ◆ Work closely with the Council and other Car Park operators to improve the 'parking experience' across the area
- ◆ Support professional service businesses to raise their profile locally and regionally
- ◆ Promotion and development of the culture and leisure offer both day and night
- ◆ Stronger links between the sea front, the different event venues and facilities to maximize benefits from the events, the markets and leisure activity
- ◆ Increase awareness and profiling of businesses in the industrial areas
- ◆ Improved broadband infra-structure for businesses

Subject to a successful vote in November 2015, the new BID will start on 1 April 2016.



"Rhos-on-Sea is a lovely seaside village and the BID will help us improve our facilities for visitors and encourage more people to visit and stay here."

Maggie Bradley

Red 16 Café, Rhos-on-Sea

VOTE YES

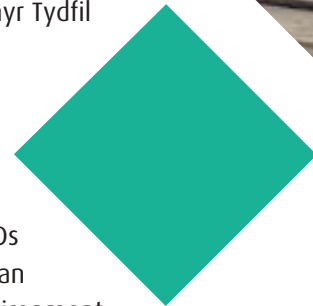
A Business Improvement District (BID)

Business Improvement Districts (BIDs) are the fastest growing partnership framework we have seen for decades in the UK. Since 2004, over 200 BIDs have been proposed and approved by business communities in England and Wales.

A BID is a geographically defined area where businesses pay into a collective pot of money to fund additional services they feel will benefit themselves and the local community. Each business pays according to its size (by rateable value: R.V) and all the money collected goes to paying for projects and services which have been agreed by the businesses in the area and which would not happen otherwise. The process is managed by the businesses and lasts for up to five years.

BIDs are provided for in Part 4 of the Local Government Act 2003 and enabled by parliament through the Business Improvement Districts (England) Regulations 2004 and the Business Improvement Districts (Wales) Regulations 2005. Swansea, the first BID in Wales and the 29th in the UK, went to ballot in May 2006. The second BID in Wales was established in Merthyr Tydfil in 2012 and since then the Welsh Government has supported a number of locations including Colwyn Bay through funding the development of BIDs. Businesses in Bangor and Caernarfon have just voted YES for their BID after receiving this support.

Besides Swansea, there are a number of BID areas which have been operating for more than five years and have gone through a renewal ballot. In most cases those BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time. BIDs have brought significant improvements to the trading environment of the businesses based in these locations. Further details are available on the Association of Town and City Management website: www.atcm.org



"The BID will help the businesses in the industrial and business park area of Mochdre raise their profile locally and further afield. We stand to gain from everyone working together to increase the numbers of clients and customers we have here."

Tony Earley
Financial Adviser, Mochdre



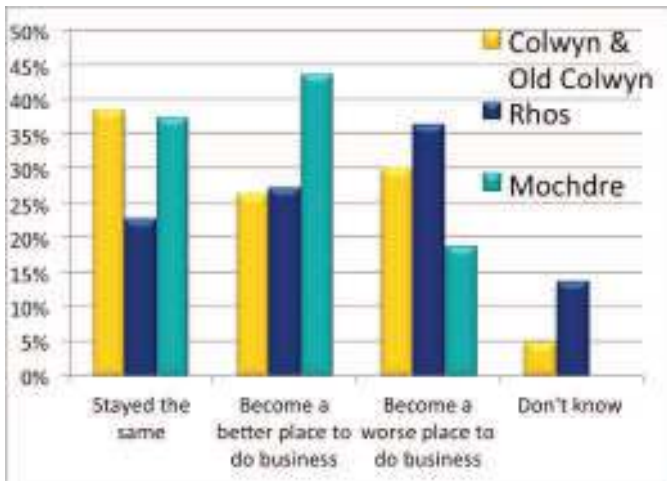
Background

Over the last year extensive research has been undertaken across a wide range of stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and those who work in the area.

Business confidence in the area

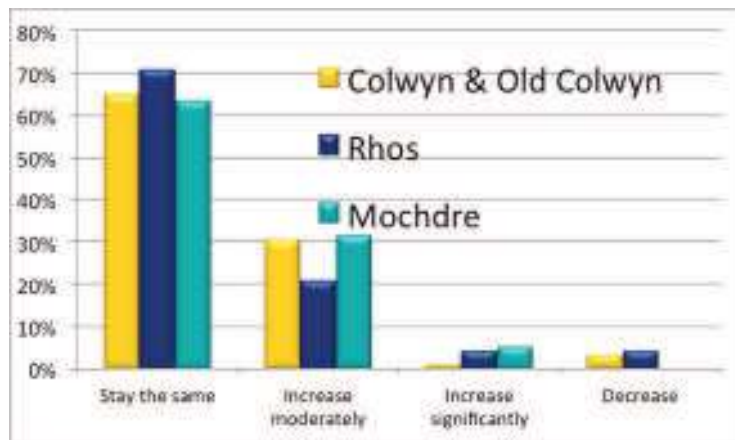
Considering that the UK is slowly emerging from the deep recession businesses on the whole viewed the different parts of the Bay of Colwyn relatively positively in terms of whether or not the different parts of the area had become better or worse places to do business. However there were variations across the area.

Businesses in Mochdre had the most positive view of their area with 44% of businesses saying it had become a better place to do business over the last 2 to 3 years and 38% thought it had stayed the same. However the greater proportion of businesses in Rhos on Sea, 36%, thought that the place had become a worse place to do business with only 23% thinking the area had stayed the same. Businesses in Colwyn and Old Colwyn thought that their area had stayed the same over the last 2 to 3 years with a fairly equal split thinking that their places had become a worse or better place to do business.



When considering their future in the area, businesses reflected a fairly positive view, particularly those in Mochdre, Colwyn Bay and Old Colwyn with a third of all businesses in these areas anticipating that they will be increasing their staffing levels moderately in the next year. Only 21% of businesses in Rhos on Sea thought their staffing levels would increase moderately with 71% saying that they will stay the same.

VOLE YES



There is a range of very different business environments across the Bay of Colwyn. Despite this however, there were far more similarities between the areas about the type of initiatives they all considered important, than there were differences.

When asked to rank the relative importance of different initiatives for their area, out of a range of 35, more than a third of them were all found in each of the three main area's top 20 activities and 15 of them appeared in at least two of the main area's top 20. (see table 1 on page 9)



"The BID will help Colwyn Bay become an even more attractive place for visitors and as a place for businesses to set-up and grow. We all stand to gain from the BID."

Jackie Crane
Alpha Business Centre

Developing the Bay of Colwyn's identity and promoting businesses

In all three of the main areas of the Bay of Colwyn the desire to 'develop an identity for the area' featured in the top 2 with between 69% and 92% of businesses saying that this was really important.

Marketing in various different forms, featured across all three area's top ten initiatives. This included the use of digital and social media and also marketing to target new businesses to move into the area.

There was an over-riding view raised in workshops and the individual meetings, that this is a great place to do business. It is accessible and family friendly with a potential for a great quality of life as a resident and a great experience as a visitor, but none of these attributes are promoted or celebrated.

Businesses also felt that there was potential for a closer association to be made between the different parts of the Bay of Colwyn and that there is even a distinct lack of information and awareness locally about different businesses and what's going on across the Bay of Colwyn.

Many businesses remarked during interviews and the workshops that there are some great opportunities to create stronger links between the different areas. In fact the need for a 'Strong collective voice' was identified as one of the most important activities needed by more than half of the businesses in all three main areas.

In terms of examples of how the areas could improve links, other examples quoted included; How Colwyn and Old Colwyn should capitalise on the events at Parc Eirias. Businesses at Mochdre said that many of the businesses in Mochdre are open to the public and could effectively 'fit out a home', but the area is not promoted in this way.

Businesses in Rhos-on-Sea commented that there should be more information for people visiting to extend their stay by taking advantage of the Porth Eirias water sports centre and other facilities in Colwyn Bay.



Functional and Appealing

Although there are some specific area challenges: signage, traffic flow and parking were common problems which directly impact upon the business operation and the visitor / client experience across the whole of the Bay of Colwyn.

The key issues in Colwyn Bay related to the links between the sea front and the town centre where businesses considered that more needs to be done in terms of signage and footpaths to improve the connection between the two. Businesses also had major concerns about the way in which the traffic flows around the town centre, feeling that traffic and people are directed away from the town centre rather than being encouraged to flow into it.

Rhos-on-Sea felt that improvements were needed on both tariff structures and facilities for parking and that facilities for families staying in the area could be better. Mochdre's key challenge was signage.

'Improve derelict, vacant and old buildings' was ranked as Colwyn Bay's top most important initiative, it was ranked seventh by businesses in Rhos-on-Sea and, even in Mochdre it was ranked in their top 20.

The need for a better environment was also reflected in the fact that the 'improved care and maintenance of the greenery and open spaces' featured in all three main areas' top 20 initiatives.

Businesses in Mochdre tended to rank the more functional issues as being more important than Rhos-on-Sea or Colwyn Bay, which is not surprising given the nature of the businesses in this area. 'Improved Broadband for businesses' was the most important initiative here, but this was also an important issue for the other areas, where more than half the businesses in Colwyn Bay and Rhos-on-Sea saw this as an important or very important issue.

'Events and animation on the streets and open spaces' was ranked highly by both Rhos-on-Sea and Colwyn Bay, but it also appeared as an important issue for the businesses in Mochdre, reflecting the fact that they feel that this will contribute to raising the profile of the area and encouraging people to stay longer and explore the businesses locally.



Table 1:

Comparisons of the top 20 issues between the main areas of Colwyn Bay and Old Colwyn and Rhos-on-Sea and Mochdre

Ranking	Issue	%	Ranking	Colwyn & Old Colwyn	%	Ranking	Mochdre	%
1	Develop identity of CB	91%	1	Improve derelict, vacant old bldgs	76%	1	Improved broadband for businesses	72%
2	Improve parking	86%	2	Develop identity of CB	72%	2	Develop identity of CB	69%
3	Dedicated web site and social media	79%	3	Improve parking	67%	3	Dedicated web site and social media	66%
4	Improvements to the sea front	73%	4	Improved visitor amenities	62%	4	Single point of contact for businesses	62%
5	Improved visitor amenities	71%	5	Strong collective voice	58%	5	Strong collective voice	58%
6	Marketing campaigns	67%	6	Marketing campaigns	57%	6	Improve roads and footpaths	56%
7	Improve derelict, vacant old bldgs	67%	7	Marketing to attract new businesses	56%	7	Improve signage and visitor info	56%
8	Events and animation	66%	8	Dedicated web site and social media	55%	8	Improve awareness of industrial zone businesses	56%
9	Improve roads and footpaths	67%	9	Events and animation	54%	9	Marketing to attract new businesses	56%
10	Improve signage and visitor info	57%	10	Single point of contact for businesses	50%	10	Networking and local trading	50%
11	Extra cleaning of the roads and streets	55%	11	Improved broadband for businesses	50%	11	Installation and monitoring of CCTV & ANPR (Automatic Number Plate Recognition) at key locations	50%
12	Improved broadband for businesses	54%	12	Improve signage and visitor info	49%	12	Improved care and maintenance of the greenery and open spaces	44%
13	Strong collective voice	52%	13	Improvements to the sea front	48%	13	Group buying initiatives to reduce costs where possible	40%
14	Improved care and maintenance of the greenery and open spaces	50%	14	Improve roads and footpaths	47%	14	Business to business marketing campaign for professional services	40%
15	More Street/Specialist Markets	46%	15	Business to business marketing campaigns for professional services	46%	15	Bay of Colwyn loyalty scheme and data capture for businesses	40%
16	Improved lighting in certain areas	45%	16	Improved care and maintenance of the greenery and open spaces	43%	16	Improve parking	38%
17	Marketing to attract new businesses	42%	17	Networking and local trading	42%	17	Improve derelict, vacant old bldgs	38%
18	Bay of Colwyn loyalty scheme and data capture for businesses	42%	18	More Street/Specialist Markets	41%	18	Events and animation	36%
19	Single point of contact for businesses	41%	19	More Police Support Night time	41%	19	Business to Business showcase events for local/regional businesses	35%
20	Business to Business showcase events for local/regional businesses	41%	20	Business to Business showcase events for local/regional businesses	38%	20	Work with others to create wifi across the Bay of Colwyn area	35%

Area Specific

Even though there were a significant number of activities which were common to all three areas in their top rankings there were also activities which were ranked highly in some areas which were not considered important by others.

‘Improve awareness of industrial zone businesses’ and ‘Networking and local trading’ both appeared in Mochdre businesses’ top ten most important activities but neither of these featured in the top twenty of either Colwyn Bay or Rhos-on-Sea.

‘Improvements to the sea front’ and ‘More Street/Specialist Markets’ both featured as top ranking activities for both Rhos-on-Sea and Colwyn Bay but, not surprisingly did not feature in Mochdre’s top activities.

Inevitably there will be a need to ensure that all areas receive attention which is unique and relevant to them. This may mean the activity is not necessarily appropriate for the other areas. These variations within the range of activities must be accommodated and this will go towards developing distinct identities of each of the four areas in the Bay of Colwyn; Old Colwyn, Colwyn Bay, Rhos-on-Sea and Mochdre.

Each area will play its own part in the development of the overall identity of the Bay of Colwyn.

VOTE YES ✓

Objective 1. Developing the identity and promoting business

To develop and promote the strengths and characteristics of the Bay of Colwyn as a seaside centre for leisure and business and build awareness of all its business sectors locally and regionally.

£300,000 over five years.

Activities

Bay of Colwyn as a distinctive area

- a. Develop and promote the identity of the Bay of Colwyn which reflects the strengths and characteristics of the area
- b. Develop and promote the identities of different parts of the Bay of Colwyn which reflect the different strengths and characteristics of each part of the BID area
- c. Marketing, PR, digital and social media channels to increase the awareness of the Bay of Colwyn
- d. Promote awareness of different issues which may affect trading conditions
- e. A collective voice to represent business interests to influence marketing and promotion of the area
- f. Promote awareness of different issues which may affect businesses' trading conditions

Retail and Health and Beauty:

- g. Campaigns for key trading periods highlighting the particular strengths of this sector
- h. Promotional schemes which captures market intelligence and develops marketing capability for the businesses

Culture and Leisure

- i. Raise the profile and awareness of the culture and leisure economy day, evening and night
- j. Improve integration and coordination between key events and culture and leisure

Professional Services

- k. Campaigns to raise the profile locally and regionally of professional services and other commercial businesses
- l. Events to promote professional service businesses to other businesses in the Bay of Colwyn and beyond

College

- m. Raise the profile of the College and improve links between students and businesses across the area

Benefits:

- ◆ Footfall to the area which is stronger than national high street trends
- ◆ Increased occupancy levels in hotels and guest houses across the Bay of Colwyn
- ◆ Increased number of active users of digital media promoting the Bay of Colwyn and its businesses
- ◆ Increased levels of sales activity across the whole of the area
- ◆ Positive media exposure locally, regionally and nationally
- ◆ Increased awareness and profiling of businesses across the area
- ◆ Increased numbers of people visiting the main commercial areas of the Bay of Colwyn from wealthier postal code districts within the catchment area
- ◆ Award schemes for customer care and businesses performance
- ◆ Placements and apprenticeships for students from the College
- ◆ More visitors to events and facilities in the area



Objective 2. Functional and Appealing

To develop a functional environment for businesses and a distinctive and attractive experience for visitors and workers in the area.

£397,000 over five years.

Activities

Vacant, derelict and dilapidated buildings

- a. Support the development and implementation of initiatives which protect and enhance the buildings
- b. Work with landlords, agents and others to ensure vacant or derelict properties look smart and tidy

Parking

- c. Work closely with the Council to improve the 'parking experience' across the Bay of Colwyn

Access and signage

- d. Work with others to improve the flow of pedestrians and traffic between different parts of the area and its businesses

The leisure offer

- e. Create stronger links between the sea front, the different event venues and facilities to maximize benefits from the events, the markets and leisure activity

The appearance of the area

- f. Support the development and implementation of initiatives which improves and protects the appearance of the streets, roads, green spaces and sea front
- g. Additional floral displays and festive and creative lighting to improve the appearance and vibrancy of the streets and open spaces

Business crime and anti-social behaviour

- h. Work closely with the Police and other agencies in tackling antisocial behaviour and crime issues

IT infra-structure

- i. Work with others to improve broadband and the IT infrastructure across the Bay of Colwyn

Benefits:

- ◆ Footfall to the area stronger than national high street trends
- ◆ Increased occupancy levels in hotels and guest houses across the Bay of Colwyn
- ◆ Improved perception of physical attractiveness of the area
- ◆ Increased number of events and street entertainment
- ◆ Lower than average crime reported across the area
- ◆ Improved download and upload access speeds for broadband connections

"The BID will help address the issues which directly impact upon our businesses such as traffic flow, access and parking to the shops in Colwyn Bay."

Hayley Walker

The Glass Lounge, Colwyn Bay



Objective 3. Area Specific

To provide support to businesses in each part of the Bay of Colwyn which is specific, relevant and appropriate to their business community.

£307,000 over five years.

Old Colwyn

a. Improve the attractiveness and access to all businesses by the local community

Colwyn Bay

b. Strengthen the connectivity between the sea front and the town centre and improve vehicle access to all parts of the town

Rhos-on-Sea

c. Improve the leisure facilities and public amenities which support and increase its attractiveness

Mochdre

d. Improve the awareness of industrial zone businesses through targeted marketing locally and regionally

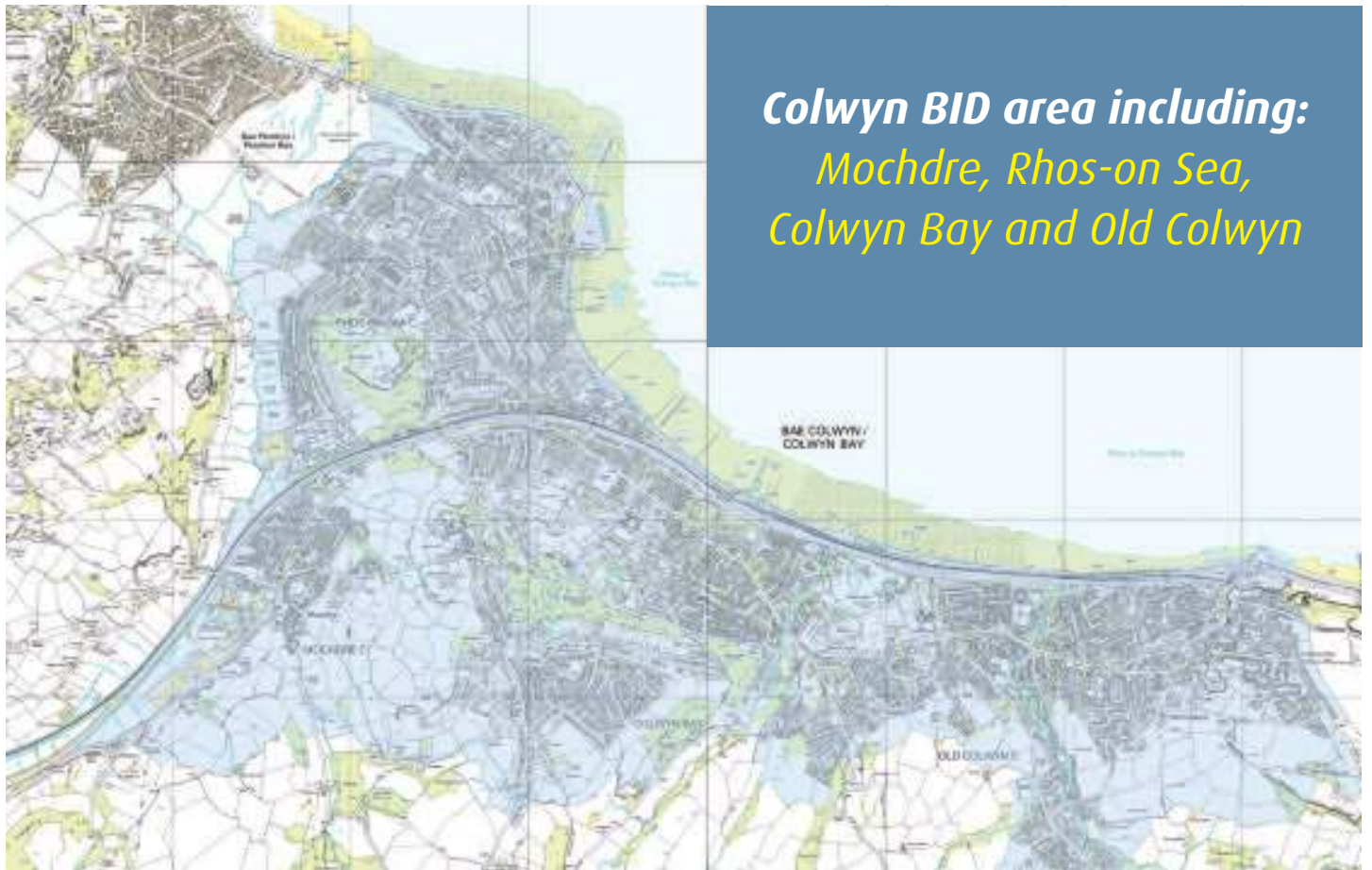
e. Support business networks to encourage increased local trading opportunities

Benefits:

- ◆ Footfall to the area which is stronger than national high street trends
- ◆ Increased levels of sales activity across the whole of the area
- ◆ Increased numbers of businesses using local suppliers
- ◆ Increased clients to industrial premises



The BID Area



The shaded area represents the full extent of the Colwyn Business Improvement District (BID). The BID area includes any road or street and all small business areas, courtyards and parks located off roads that are located within the boundary of the defined BID area as per the shaded area on the map.



"Our customers have often travelled some distance to come and see us, but sadly very few explore what the Bay has to offer. The BID will help improve the links between different parts of the Bay of Colwyn. This will attract even more people to the area, encourage them to stay and support other local businesses."

Natalie Pritchard

Colwyn Bay Motorcycles, Old Colwyn

How much will you pay?

The levy

Following discussion with BID businesses there will be a tiered charging structure as follows:

- ◆ A levy of 1.8% of rateable value is proposed for businesses with a rateable value of £15,000 or more which fall within the levy criteria (see full BID Proposal and Business Plan).
- ◆ Businesses with a rateable value of more than £9,999 or less than £15,000 will have a charge of £270.

- ◆ Businesses which fall within the levy criteria with a rateable value of more than £2,999 or less than £10,000 will have a charge of £180.

This levy arrangement will generate around £1.2 million of ring fenced funding over the five year life of the BID and will also be used to lever in additional funds where possible adding a further £150,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan.

Finance and Budget

The BID is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those

not liable for the levy. It is estimated that this could be around £150,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
Income							
BID levy revenue (Note 1)	£ 245,735	£ 250,650	£ 255,663	£ 260,776	£ 265,992	£ 1,278,815	89%
Other Income (Note 2)	£ 30,000	£ 30,600	£ 31,212	£ 31,836	£ 32,473	£ 156,121	11%
Total Income	£ 275,735	£ 281,250	£ 286,875	£ 292,612	£ 298,465	£ 1,434,937	100%
Expenditure							
Objective 1 – Developing the identity and promoting business	£ 58,500	£ 59,321	£ 60,158	£ 61,011	£ 61,882	£ 300,872	21%
Objective 2 - Functional and Appealing	£ 77,148	£ 78,230	£ 79,334	£ 80,460	£ 81,608	£ 396,781	28%
Objective 3 - Area specific	£ 59,800	£ 60,639	£ 61,495	£ 62,367	£ 63,257	£ 307,558	22%
Central Management Costs, Administration, Office (Note 3)	£ 46,000	£ 46,920	£ 47,858	£ 48,816	£ 49,792	£ 239,386	17%
Levy Collection costs (CCBC)	£ 22,000	£ 22,440	£ 22,889	£ 23,347	£ 23,814	£ 114,489	8%
Contingency (Note 4)	£ 12,287	£ 12,532	£ 12,783	£ 13,039	£ 13,300	£ 63,941	4%
Total Expenditure	£ 275,735	£ 280,082	£ 284,517	£ 289,040	£ 293,653	£ 1,423,027	100%
Accrual for Renewal (Note 5)	£ -	£ 1,167	£ 2,358	£ 3,572	£ 4,811	£ 11,908	

Notes

- 1 Assumes a 95% collection rate and 2% per annum inflation
- 2 Including income from landlords, associate members of the BID and other sources (including in-kind)
- 3 Central admin, office and fixed overheads
- 4 Calculated as 5% of total levy billed
- 5 Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term

There will be an annual inflationary increase of all levy charges (including fixed band charges) year on year for the duration of the Business Improvement District based on the Consumer Price Index (CPI) with a minimum increase of 2% each year.

Monitoring Success

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, Conwy County Borough Council and the Police. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Ensuring additionality

Conwy County Borough Council is committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary.

Provision of Baseline Agreements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details stated in the Agreements.

From experience elsewhere we know this has a positive impact on delivery and helps to guarantee that the money provided to the authorities via the business rates mechanism is well spent and that standards are maintained. So, local businesses have some influence over Business Rates investment in their area and the quality of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by relevant Key Performance Indicators (KPIs) for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and the ability of businesses to recruit people with the right skill levels.

"We have some great businesses here and the BID will help increase their profile and bring more customers and clients to this great part of North Wales."

Harry Lloyd-Jones
Credent Commercial Insurance
Rhos-on-Sea



VOTE



Governance

The preparation of this plan has been managed by the Colwyn BID Steering Group which is made up of a cross section of businesses and organisations from across the Bay of Colwyn together with representatives from Conwy County Borough Council. The Colwyn BID Steering Group was set up to act as a business forum to manage the development of this BID business plan.

Upon a successful ballot, the BID Steering Group will set up a new company to act as the BID Company. It will be a not for profit BID company, limited by guarantee which will be legally and operationally responsible to the businesses in the BID area, for the delivery of the BID business plan and its associated activities and will act on their behalf.

The management structure of the BID will be a Board responsible for governance, a Management Group responsible for coordinating activity and delivery and working groups developing the individual projects.

All business levy payers are invited to become members of the BID Company who will elect the members of the Board. The Board will therefore be driven by people who represent different business sectors and the different parts of the area; Colwyn Bay, Old Colwyn, Rhos-on-Sea and Old Colwyn. The Chair of the Board will be elected from amongst the levy paying businesses (not from a public sector body) of the BID.

The Board will also include one Councillor from Conwy County Borough Council as a Director and one Council Officer who will act as a liaison officer and an advisor where appropriate, but not as a Director. It will also include one representative from the Colwyn Town Council who shall be the Town Clerk.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be externally monitored and delivered cost-effectively, by keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Management Group and associated working groups to represent the levy payers. The Management Group will report to the Board. Through specific working groups, the Management Group will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board and Management Group will provide a consistent, collective and effective voice for the businesses across the Bay of Colwyn.

All roles on the Board, Management Group and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups and Management Group. This support will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Colwyn BID will be audited annually and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence and retail turnover movement. Full measures are identified in this plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.



Ballot and Voting

Businesses within the Colwyn BID area will be asked to vote on whether or not they wish the Colwyn BID to happen and to implement the business plan over the next five years 2016 to 2021.

Ballot papers will be sent out on 29th October 2015 to the person identified in the specially prepared register of potential voters held by the Conwy County Borough Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 26th November 2015. The result will be announced the following day.

If the ballot is in favour, the Colwyn Business Improvement District plan will operate for five years and commence, on the 1st April 2016. After five years, in 2021, it can be extended or renewed – but only after being subject to a renewal ballot.

To start the BID we have to pass two tests:

1. A simple majority vote of those who vote must register a 'YES'...

AND

2. The aggregate rateable value of those who vote 'YES' must be greater than that of those that vote 'No'



"We have a great town by the sea and the BID will help us make better links between the shopping centre and the rest of the town and between the town and the sea front. This will encourage more people to visit and explore the town and the seaside."

Graham Bowser

Bay View Shopping Centre, Colwyn Bay

**VOTE
YES**



Final thoughts

"I have been privileged, to work closely with business people who have been committed to creating a new opportunity for all businesses across the entire Bay of Colwyn. The businesses we have spoken to across the four distinct commercial centres in the Bay of Colwyn all recognise that we will be stronger and more influential as a collective voice. If we come together as a single business community we can help shape the future which is right for our businesses. By working together, we can create a sense identity for the Bay of which we can all be proud.

A Business Improvement District provides us with a rare opportunity to forge strong links within our business community. It will enable us to work on projects which we initiate and that have significance to us as committed and hardworking business people. Towns and cities across the UK are changing rapidly and we need to ensure that the local economy in the Bay of Colwyn does not get left behind. Its unique position in terms of the attractive coastal environment, its green spaces and the strength of its people through their passion for the area are a real competitive advantage.

This plan provides us with a clear direction for a new exciting era in the Bay of Colwyn. I urge you to get involved and unite as business people to secure the future of this area and our livelihoods by voting YES in the ballot in November".

Teresa Carnall
TBC Marketing
Vice Chair of the Colwyn BID Steering Group



ARDAL GWELLA BUSNES

agbColwynbid
BUSINESS IMPROVEMENT DISTRICT

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on the Colwyn BID website www.colwynbid.co.uk or by phoning 01492 577680 or emailing Chris Jackson at info@colwynbid.co.uk

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