

# RENEWAL PROPOSAL

- 1) A statement of the proposed period of the BID arrangements
- 2) A summary of the proposed BID arrangements
- 3) A baseline schedule of services provided by Cyngor Gwynedd



Bangor First  
Bangor Yn Gyntaf

## 1.STATEMENT OF THE PROPOSED PERIOD OF THE RENEWED BID ARRANGEMENTS

This proposal sets out the achievements of Bangor First, the Business Improvement District (BID) for Bangor city centre, over the current and previous BID terms (2015–2025), and outlines our strategic priorities for the next term (2026–2031). It is proposed that, if successful at ballot, the new arrangements will apply for the period of 5 years from 1st April 2026 to 31st March 2031. The proposal is submitted to Cyngor Gwynedd in support of a positive ballot outcome on 27th November 2025, and continued partnership between the Council and Bangor First BID Company.

Bangor First has consistently demonstrated value to the local economy, the city centre environment, and the business community. A successful renewal will allow us to continue this work in alignment with local and regional development goals.

## 2. SUMMARY OF THE BID ARRANGEMENTS / LEVY RULES

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

### **Definitions**

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

### **Who is the BID body that is proposing a renewal ballot?**

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

### **BID duration and the BID body**

In the event of a successful renewal ballot, Bangor BID will be five years in duration, beginning on 1st April 2026 and running until 31st March 2031. The BID Company will be the body responsible for implementing the BID arrangements. Before the end of this period this body may choose to seek renewal of the BID for a further term of up to five years.

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

- 2 large businesses (defined as BID members having 30 employees or more)
- 4 small businesses (defined as BID members having fewer than 20 employees)
- 1 landowner

- Up to 2 occupiers drawn from voluntary members.

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

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

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

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

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

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

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

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

The Bangor BID area comprises the following streets. This should be read in conjunction with the map shown below:

Abbey Road

James Street

Ashley Road

Lower Penrallt Road

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



## **5. Governance of the company.**

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

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

Section 64 (1) of the Local Government Finance Act 1988 defines a 'hereditament' as 'property which is or may become liable to rate, being a unit of such property which is, or would fall to be, shown as a separate item in the valuation list'.

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

- Business premises (hereditaments) with a rateable value (RV) below £5,000
- 'Central List' properties that are not contained in the local rating list
- Advertising rights, telephone/communication masts
- Residential estate offices

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

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

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

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

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

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

### **The BID Levy**

The BID levy is a daily charge. The BID levy will be charged at 1.5% of the rateable value of each hereditament for each chargeable financial year or part thereof the 2023 version of the Non- Domestic Rating list.

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

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

Example rateable value Example BID levy for one full financial year (at 1.5%)

£2,000	£30.00
£5,000	£75.00
£7,500	£112.50
£10,000	£150.00
£15,000	£225.00
£30,000	£450.00
£50,000	£750.00
£100,000	£1,500.00
£200,000	£3,000.00
£500,000	£7,500.00

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

### **Collecting the BID levy**

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

Following a successful Ballot, the first BID levy payment will become payable in April 2026 for the period April 2026-March 2027. Thereafter:

- The BID levy will be payable in one instalment per year
- Bills will be raised in March and payment will become due on 1st April
- BID levy bills will be issued to each new arising BID levy payer as required
- Refunds will be issued to BID levy payers who have paid the annual BID levy in full but vacate their property in the operating financial year. This is calculated at a daily charge and from the date the liability of the property ends.

Enforcement measures for the collection of the BID levy will be detailed in the Operating Agreement between the BID Company and Cyngor Gwynedd. The BID levy is a mandatory charge and collection is enforceable in the same way as the business rate. After 28 days non-payment of the BID levy, a reminder will be sent giving a further 14 days to pay. If after a further 14 days from the payment date stated in the reminder notice the outstanding sum of the BID levy has not been paid, the billing authority shall make an application to the Magistrates Court for a Liability Order to recover the outstanding sum of the BID levy. Non-payment of the BID levy will incur additional costs to the business in question.

### **The Ballot**

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

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

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

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

A successful ballot will have to meet two tests:

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

The ballot will be a secret postal ballot and will run from 30<sup>th</sup> October closing at 5pm on Thursday 27<sup>th</sup> November 2025. Where the occupiers of individual eligible hereditaments have nominated in writing the name of the person who should vote on their behalf, the notice of ballot and ballot papers will be sent to them.

### **The cost of Ballot**



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

- The result of the ballot is a 'no' vote, and
- The turnout of eligible voters in the ballot is less than 20%

### **Alteration of the BID Arrangements**

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

- (i) The geographical area of the BID
- (ii) The BID levy in such a way that would:
  - cause any person to be liable to pay the BID levy who was not previously liable to pay; or
  - increase the BID levy for any person other than for inflation purposes as set out above

Where BID arrangements may be altered without an alteration ballot, the alteration will be made by a decision of the Bangor BID Board, following consultation with Cyngor Gwynedd. The billing authority shall ensure the BID Arrangements (as altered) are in place by the time those BID Arrangements (as altered) are due to come into force and shall send a notice explaining the reason for and the effect of the alteration to each person liable for the BID levy.

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

### **Introduction**

Bangor First is nearing the end of its second 5-year term and will be proposing a third year at renewal Ballot in November 2025. Since being formed in 2015 Bangor First has focused on a wide range of initiatives outlined in the Bangor First business plan which has developed into a strong business network, playing a positive role by helping to create an overarching vision to improve the environment in which it operates.

Having a BID in Bangor means giving the businesses a voice, it is key to the city's ability to compete with surrounding areas.

In the BIDS second term proposal we laid out eight key aims and objectives that we wanted to achieve:

1. Building links between businesses and local community.
2. Support the regeneration efforts in Bangor and improve retail diversity.
3. Shop Fronts
4. Building the area profile
5. Safety and Security through shop watch and pub watch, as well as funding additional security over the festive period.
6. Culture-Events to attract visitors
7. Greening
8. Offer Business services.

The BID has successfully done these, however, there is still much more the BID can do for Bangor. Looking to the future the BID is aware that it can have a greater impact by refocusing its efforts and limited resources.

### **The BID third term**

Bangor BID will seek to build upon the foundations laid during our second term and act positively on the issues identified through the business consultation to ensure that our priorities and services continue to be in line with business requirements. We will also strengthen our relationship with key stakeholders, enabling us to be robust to new challenges, and open to new opportunities. We will continue to embrace and promote the unique character of Bangor as a place where businesses are represented and thrive residents, employees and students are provided for and visitors are excited to visit and discover. Bangor First has a key role involvement in the strategic partnership and will be crucial to ensure that businesses have a strong input in making this a success.

### **Area Profile**

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

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

#### WE WILL:

##### 1) Improve Safety and security & Environment

Safety and Security is one of the concerns shared by the people and businesses of Bangor. Bangor First recognises that a secure environment is key for footfall and businesses in Bangor. It is also important that Bangor is looking its best to attract visitors.

- More visible security patrols and town centre CCTV coordination
- Cleaner streets, better bins, and more green spaces
- Continue with the supporting of Street Watch on WhatsApp
- Continue to fund additional security over the festive period
- Strengthen our partnership with North Wales Police
- New planters to make Bangor look more vibrant.
- Work with the police on the safe space project.
- First Aid training offered to all businesses in the BID area.

##### 2) Offer free Business support

Bangor hosts a wide variety of businesses, from Cafes to craft shops, mechanics to media outlets, larger retailers to small bakeries. It is very important that businesses can have a voice on issues that affect them. Bangor First will offer business support by:

- Free workshops, mentoring, and grant support.
- Networking and local collaboration opportunities.
- Facilitate forums so businesses can have their say on issues that matter the most.

- Pay for outdoor seating license.
- Continue with monthly advertising of business in the North Wales Magazine.
- Loyalty card scheme with Bangor and Caernarfon
- Regular meetings with Smart Towns Wales for business support

### 3) Organise events and promotions.

Over the last 10 years Bangor First has put on events as well as contributed to them. These events are important as they bring footfall to the High Street.

- Create bigger, better seasonal events to increase footfall.
- Targeted marketing and social media campaigns.
- Plan more events during the holidays for families.
- Continue contributing to the bigger events in Bangor e.g. Summer Festival.

### 4) Promote Bangor's identity

Bangor First is keen to promote the unique culture of Bangor. By combining local culture and international influence Bangor can fulfil its potential as a vibrant a lively City. Bangor First will do this by:

- Celebrating Bangor's heritage and culture through art, signage and digital storytelling.
- Form partnerships with local art groups to seek funding arts and cultural projects.
- Enhancing first impressions for visitors and investors.
- Continue working alongside Menter Iaith to highlight learning and use of the Welsh language.
- Promote better cycling and walking connections within the City Centre.

Bangor First will continue to build upon the foundations laid. We will work to improve safety and security. There are also some important and exciting projects that can bring transformational changes to Bangor. Bangor BID is a key stakeholder of the Bangor Strategic Partnership, crucial in ensuring businesses have an input to the future of the High Street.

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

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

To be appended.

To be sent with this proposal.