

— LOVE — TRE♥RCHY

A PROPOSAL FOR A
BUSINESS IMPROVEMENT DISTRICT (BID)







FOR TREORCHY

We Love Treorchy! With its amazing community feeling and wealth of independent businesses, we are already performing a lot better than some other town centres in Wales. We have even been shortlisted for the Champion High Street Award at the 2019 Great British High Street Awards.

However, there is no cause for complacency. We believe we can, and need to improve further. Our business community is strong and now has an opportunity to take matters onto another level and make our town even greater. By working together we can make a real difference.

We want to create a Business Improvement District - a BID - and name it Love Treorchy.

The Love Treorchy BID would be a business-led and funded initiative that invests its resources into a defined town centre area, focussing on matters that are priorities for our businesses.

Love Treorchy BID would raise an investment pot of over £128,205 over five years from a levy of 2% of the rateable value of eligible businesses. This would allow us to leverage in further grants and funding. The money will be spent on a targeted programme of projects chosen by our businesses and organised in the four strands set out in the document that follows.

We are proud to bring you this proposal for our town's future. Its aim is to secure your support for the BID and vote 'YES' in the ballot which will take place in November.

The Love Treorchy steering group

PLEDGES

We have a unique opportunity to improve our town. With a YES vote, Love Treorchy pledges to work towards:

1. Improving and adding to our events programme
2. Strengthening the voice of businesses on matters that affect the town
3. Improving the signage around our town
4. Tackling shoplifting in our businesses
5. Improving and adding to our public areas
6. Bringing extra money into the town through obtaining external grants

Our programme pledges to deliver services above and beyond those currently provided by the borough council.

This 'additionality' is fundamental to the way in which the BID works and is ensured by a baseline agreement between Love Treorchy and Rhondda Cynon Taf County Borough Council.



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“I have supported the idea of a BID for Treorchy since its inception. I know that BIDs have worked in other towns in Wales and I am excited by the prospect of being able to bring the ideas in this document to life! I have no doubt that Love Treorchy will be of great benefit to the town.”

- ALISON CHAPMAN, WONDER STUFF

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THE FOUR STRANDS

MARKETING TREORCHY

We need to keep people coming to our town. Love Treorchy aims to:

1

**DEVELOP A
TREORCHY FOOD &
DRINK FESTIVAL**

Food festivals are incredibly successful in other towns and we need to get in on the action! A festival will bring new visitors in and will be a way to showcase what we have on offer in our town.

2

**GROW THE
CHRISTMAS
PARADE**

The parade is already well loved by businesses and members of the public. We want to make the festivities bigger and better every year.

3

**DEVELOP A
LOYALTY
SCHEME**

To keep people spending in Treorchy, we will set up incentive schemes for workers and visitors to spend more time in the town centre.



SAFER TREORCHY

We want businesses and visitors to feel safe in our town. We aim to:

1 Stop shoplifting in our town

By developing a Treorchy Against Shoplifting initiative which will encourage businesses to work together to end the problem.

2. Bring the business community together

We will work with the Police and other agencies to tackle issues in our town to support the daytime and night time economies.



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“We are all proud of our town especially following our recent nomination and shortlisting in the Champion High Street category of this year’s Great British High Street Awards. We can do more! Love Treorchy is a unique opportunity to build on the success of Visit Treorchy. It will give us funding to realise our ideas and also be a way to attract funding from other sources.”

- ADRIAN EMMETT, THE LION

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VISIBLE TREORCHY

We think our town could do with some TLC. We aim to:

1. Improve signage

Signage can be welcoming and gives visitors a better experience. We will install extra signage around town to enhance its appeal.

2. Develop public areas

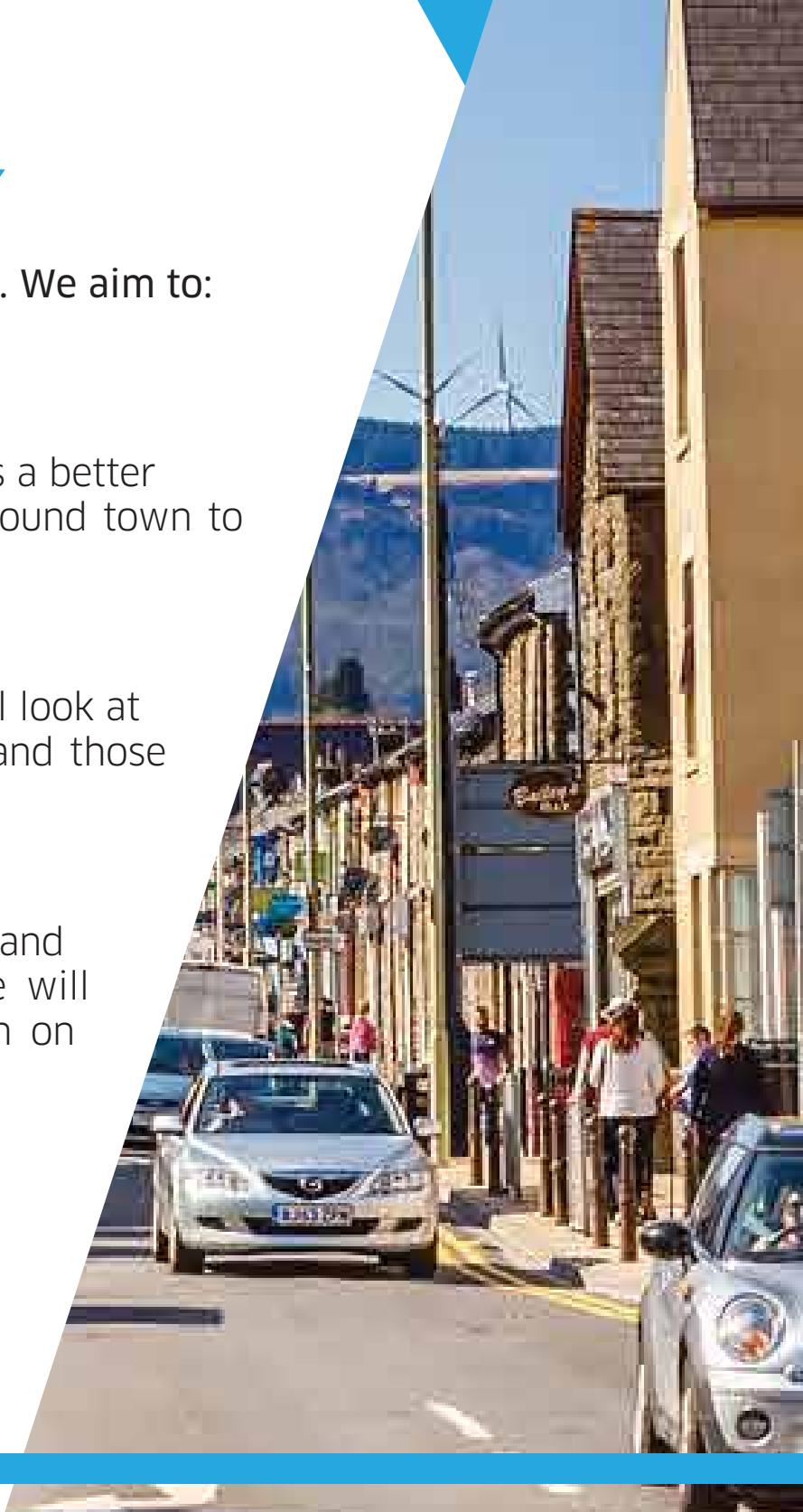
We don't have many in our town but we will look at where more public spaces can be created and those we do have can be improved.

3. Bring in street art

Street art can cover up less attractive areas and create a huge talking point for towns. We will work with local artists and school children on how their ideas can work for Treorchy.

4. Be a strong voice for businesses

A collective voice for businesses is far stronger than an individual voice. Love Treorchy will speak for and lobby on issues that affect the town.



OPEN TREORCHY

Making it easier for people to access our business and services is important. We aim to:

1. Develop and encourage public facilities

Visitors are far more likely to come and spend time in our town if we make it easy for them. We will work with businesses to encourage them to provide facilities such as drinking water and toilets.

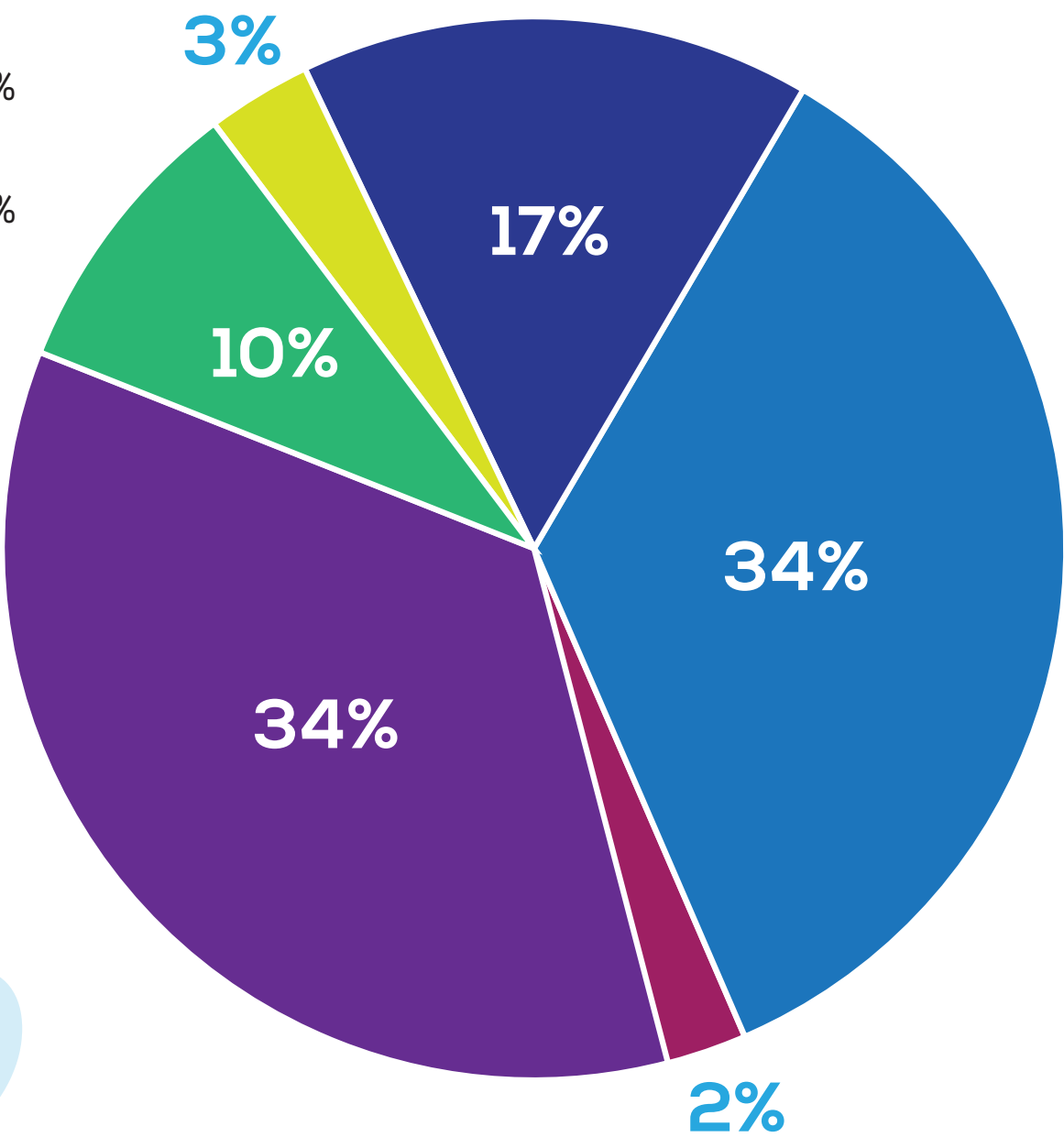
2. Lobby public transport companies

We will work with travel companies to improve transport links to our town, particularly in the evening and ensure these services are well promoted.

FINANCIAL BREAKDOWN

Annual BID Budget Expenditure:

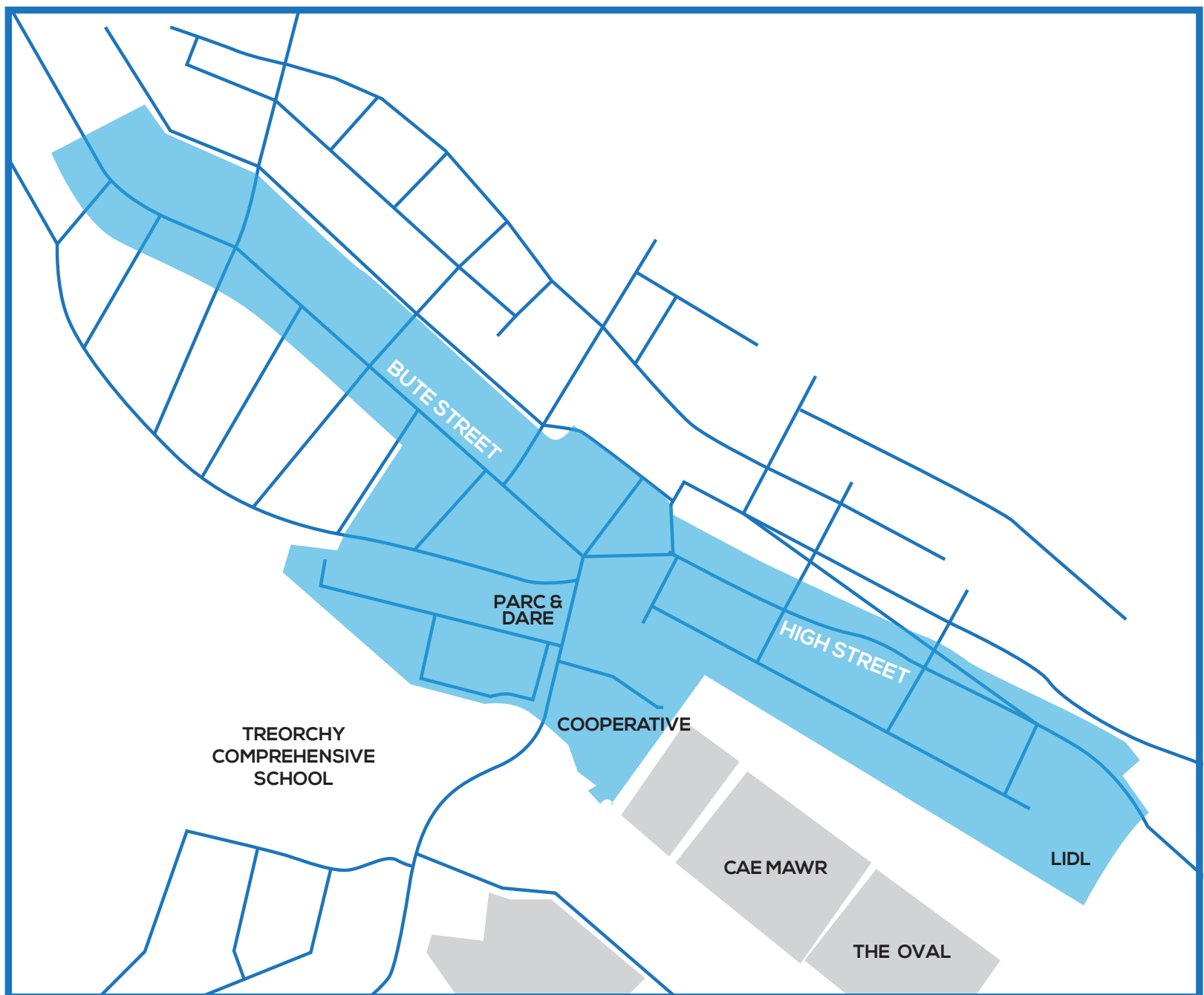
- Core Costs | 17%
- Safer Treorchy | 10%
- Visible Treorchy | 34%
- Marketing and Events Treorchy | 34%
- Open Treorchy | 2%
- Contingency | 3%



“LOVE TREORCHY
WILL INVEST IN
OUR TOWN’S
FUTURE”



MAP OF THE BID AREA



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“We have a wonderful high street but we support the Love Treorchy BID as we feel it will help tackle some of the issues the town is facing. We are particularly interested in combatting shoplifting in the area and feel that we will be able to better deal with the problem together rather than individually. Love Treorchy will work with the Police and other agencies to support all of our businesses.”



- DONNA, SADIE THORNE AND LORNA RICHARDS, SEREN FACH DESIGNS

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YOUR QUESTIONS ANSWERED

Having a Business Improvement District will put Treorchy in good company. There are over 300 BIDs across the UK, working successfully to enhance commercial areas for their members. If successful, Treorchy will join Swansea, Merthyr Tydfil, Newport, Colwyn Bay, Caernarfon, Bangor, Neath, Llanelli, Pontypridd, Aberystwyth and Cardiff.

WHAT IS A BID?

A BID is a business-led and funded partnership, where businesses within a defined area invest money together to make the improvements they identify for their trading environment. The money generated is targeted only at the Love Treorchy programme.

HOW IS IT FUNDED?

The levy will be fixed for five years based on the RV as of the 17th October (the date of the notification of ballot).

To receive all these many services, this equates to:

TOTAL RATEABLE VALUE	YEARLY CONTRIBUTION	MONTHLY CONTRIBUTION	WEEKLY CONTRIBUTION	DAILY CONTRIBUTION
£5,000.00	£100	£8.33	£1.92	14 pence
£15,000.00	£300	£25	£5.77	82 pence





AM I ELIGIBLE TO VOTE IN THE BID BALLOT?

If your business is within the defined BID boundaries and has a rateable value of £5k and above. You will be eligible to vote and thus pay the BID levy, if the ballot returns a 'YES' vote.

HOW DO I FIND OUT HOW MUCH I AM LIABLE TO PAY?

You can calculate your levy by multiplying your RV by 2%. Please feel free to contact The means to talk through the business plan and discuss how much you will contribute. Mandy Jenkins can be contacted on **07803 503972** or **mandy.jenkins@themeans.co.uk**

HOW DOES THE BALLOT WORK?

The BID can only be set up after a successful ballot of businesses in Treorchy. On 31st October you will be sent a ballot paper by post asking whether you support the formation of the BID. To be successful, the ballot must pass on two majorities:

1. By the number of businesses voting (over 50% of votes cast must vote YES)
2. By the total RV (over 50% of the total RV of all votes cast must vote YES)



WHO PAYS?

If both these conditions are met the BID will be established and the BID levy will become mandatory for all eligible hereditaments within the BID area – this includes those owned by the borough council and other public bodies. The BID will then run for five years (April 2020 – March 2025), when a renewal ballot would be held and businesses take another vote to decide whether the BID continues or not.

HOW IS THE LEVY COLLECTED?

The levy will be based on the RV as of the 17th October (the date of the notification of ballot). The Council is contracted to undertake the collection and pass the funds on to Love Treorchy.

IS THE COUNCIL CONTRIBUTING?

Yes, the council has a number of properties in the town centre and will be levy payers, as would other public bodies.

HOW DO YOU ENSURE SERVICES ARE IN ADDITION TO THOSE PROVIDED BY THE COUNCIL?

To ensure that services will be additional to what is already delivered, Love Treorchy will have a baseline agreement with the borough council, which details the services they currently deliver. The baseline agreements will include public conveniences, street cleansing, highways maintenance, town centre management, car parks, CCTV and licensing including taxis, alcohol, street trading and late-night food. BID funds are **ONLY** for projects in addition to those delivered by the local councils and can only be spent to improve the area in which they are raised.

WHO RUNS LOVE TREORCHY

If a YES vote is achieved an independent, not-for-profit company will be established. This will continue to be led by the private sector – by a board of directors who represent businesses in Treorchy. There will also be a number of theme groups drawn from local businesses, who will meet to oversee specific projects in the programme's four main strands. There will be lots of opportunities for businesses to get involved.

HOW WILL LOVE TREORCHY BE GOVERNED?

Love Treorchy will be a transparent body with a number of checks and balances. This will ensure that the company is open to scrutiny from its levy payers and the community in which it operates, to maintain its credibility and reputation. A steering group of committed business representatives has led this process so far. They have developed the key proposals in this document and have influenced the programme of improvements you are using to inform your vote. If the BID is established a board of representatives will be established with members drawn primarily from those who pay the BID levy. Members would be elected at an AGM, the first of which would be held within the BID's first year. All businesses that are eligible to vote and that pay the BID levy may become members of the company. Any member can stand for election to the board. The directors of this board must be representative of the town centre and include a cross section of stakeholders from all sectors and sizes.

- From December 2019 – March 2020 a new not for profit company limited by guarantee is established.
- April 1st 2020 – Love Treorchy will go live and the first levy payments collected.

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“As a designer I can see so many ways to make Treorchy stand out. Visit Treorchy has already raised the profile of our town but it would be wonderful if we have some new signs to welcome people as they arrive. I think Love Treorchy offers us a brilliant chance to make our offer even better and I have been fully supportive of the BID”

- LAURA WILLIAMS, HIGHSTREET MEDIA

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KEY DATES

The ballot is scheduled for November and ballot papers will be received by post at the ratepayers (business) address. In some cases this may need to be forwarded on to the voter at head office if the vote cannot be done locally and returned by post. You will have 28 days to cast your vote.



CONTACT US

We would love to hear from you! Get in touch with the team to:

1. Ask any questions or raise any concerns
2. Get more involved in the process and provide feedback

Please don't hesitate to pick up the phone or email Mandy and the team:

07803 503972 or mandy.jenkins@themeans.co.uk
Or drop in and see one of the steering group members.

**Welsh Copy available upon request*





— LOVE —
TRE♥RCHY
