

Business Improvement District – Monitoring Form

BID Area	Aberystwyth
Date	30 April 2014
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	Dec 2015

Progress
<ul style="list-style-type: none"> • An inception meeting has been held with consultants and a letter of appointment issued • Consultants have visited around 150 businesses as part of the initial stage of the consultation, collecting contact details etc. • Additionally, 50 interviews were completed in November as part of the application stage and a workshop held with businesses • Consultants have completed a socio-economic profile of Aberystwyth which explores the demographics and key indicators of deprivation in the area • A select group of business representatives have been approached regarding the steering group
Activities Planned for next 2 months including any press opportunities:
<ul style="list-style-type: none"> • Attending BIDs Wales network meeting – May 7th Bridgend • Attending Town Centre Solutions Workshop in Welshpool - 13th May 2014 • May 2014: Consultants will meet with key council members: Ratings Team, GIS and Electoral Services to discuss the BID and their role in the process • The first steering group meeting will be scheduled in May • July 2014: Visioning event will be organised and businesses invited following consultation
Programme risks
Extended timetable linked to funding allocation could result in less momentum
Programme milestones
<ul style="list-style-type: none"> • May 2014: Meeting with Town Council to discuss the potential BID • May 2014: All key council officers to have been briefed by The means • May 2014: BID information leaflet created. • May 2014: Briefing for members and senior council officers • May 2014: Businesses invited to the 'Visioning Event' • June 2014: Finish the face to face interviews with a sample of town centre businesses • June 2014: Establish baseline services already provided by statutory authorities • June / July 2014: BID feasibility study drafted. If positive, move to campaign phase.
Any other comments/issues (expand box if necessary)

Business Improvement District – Monitoring Form

BID Area	Aberystwyth
Date	28 th August 2014
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	July 2015

Progress

- Following formal consultation with 88 businesses, as well as an earlier informal consultation with 150 businesses, the feasibility stage has been completed and the report submitted. The report details recommendations for progressing the BID - based on the results of the consultations – as well as possible BID zones and associated levy outturns.
- Interviews were conducted with businesses from each proposed zone, including key stakeholders from both private and public bodies. Both the National Library and the University have expressed enthusiasm for the concept and interest in participating in the process.
- The first meeting of the steering group was held in July.
- Consultants have been liaising with the GIS and Ratings team at the council; both have been very accommodating.
- Consultants have developed a schedule of tasks and activities for the coming months in order to maintain momentum leading up to the campaign. Amongst these are a number of pilot projects, including a collaboration with the National Library to organise a number of events in the town utilising the services offered by the library.

Activities Planned for next 2 months including any press opportunities:

- Attending BIDs Wales network meeting – October
- Hold next steering group meeting in September
- Working with council and steering group to develop promotional campaign in line with 'Support the High Street' week
- Distribute information sheet detailing the results of the feasibility study and encouraging attendance at the steering group meetings
- Further consultation is required with key stakeholders in the town, particularly those outside of the town centre core area, in order to develop a BID programme that reflects their needs as well those in the central zones
- Collaborating with the National Library to arrange b2b event in the town showcasing the facilities available to businesses at the library

Programme risks

- There is a concern that the extended timeframe for the completion of the process may impact on the levels of momentum and enthusiasm amongst businesses. There is a need to demonstrate the impact of the BID in advance of the ballot in order to secure support.

Programme milestones

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- September 2014: Hold next steering group meeting
- September 2014: Support the high street campaign
- September 2014: Distribute information sheet to businesses
- September 2014: Meet with the local press
- September/ October 2014: Work with the steering group to develop cooperative marketing strategy for the town (pilot project)
- September/ October 2014: Address the board of Menter Aberystwyth
- October 2014: Present to key council members and the town council
- October-November 2014: Organise and hold b2b event in collaboration with the National Library

Any other comments/issues (expand box if necessary)

Business Improvement District – Monitoring Form

BID Area	Aberystwyth
Date	27th November 2014
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	July 2015

Progress

- The steering group have met on three occasions, and a wider group of businesses have engaged in the process. At the last meeting the group agreed to convene a smaller sub-group to focus on marketing and promotions, the date of which is tbc.
- Consultants have met with the local press to discuss the proposed development.
- A trial loyalty scheme, Aber Arian, was undertaken as part of the Support Your High Street activities. In the limited time available 45 businesses were engaged to participate in the scheme which offered customers a £1 discount in any of the participating stores with their next purchase of over £5. The initiative was successful in encouraging collaboration amongst the businesses. An evaluation of the scheme is ongoing.
- A second pilot project is underway, involving a window dressing competition in support of the existing festive activities in the town planned by Menter Aberystwyth. The competition will be judged on December 10th.
- Planning for a broad range of shadow BID projects is underway, for example a local history event with the National Library which would showcase the facilities available at the Library. A possible theme for the event would be the 150th Anniversary of the opening of the Royal Pier in the town, and a look back over the last 150 years of Aberystwyth's history. The event would be held in February/ March 2015.
- Gathering of baseline information and development of database underway for monitoring purposes.

Activities Planned for next 2 months including any press opportunities:

- Hold first meeting of the marketing group December/ January
- Hold next steering group meeting in January
- Present to board of Menter Aberystwyth (December)
- Present to town council (December/ January)
- Work with the marketing group to set up a website and begin branding the BID company
- Organise local history event with the National Library
- Organise the visioning event – Q1 2015
- Increase the number of professional services organisations participating in the steering group

Programme risks

- There is a concern that the extended timeframe for the completion of the process may impact on the levels of momentum and enthusiasm amongst businesses.

There is a need to demonstrate the impact of the BID in advance of the ballot in order to secure support.

- Important to ensure that there is no duplication of the BID activities with those of other organisations working in the town with complementary aims

Programme milestones

- January 2015: Hold next steering group meeting
- December 2014/ January 2015: Hold the first marketing group meeting
- December 2014: Address the board of Menter Aberystwyth
- January 2015: Distribute a brief to design and branding agencies
- January 2015: Develop a website for the BID
- February/ March 2015: Hold local history event with the National Library
- Q1 2015: Organise and hold the visioning event

Any other comments/issues (expand box if necessary)

BID Area	Aberystwyth
Date	4th March 2015
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	October 2015

Progress
<ul style="list-style-type: none"> • 30 businesses participated in the Christmas window dressing competition, organised in support of other activities in the town. Mark Williams MP was involved in judging the competition. • Consultants have met with representatives from the Chamber of Trade, Menter Aberystwyth and the Business Club to discuss opportunities for collaboration presented by the proposed BID. • Consultants have met with elected members to bring them up to speed with the BID project to date. • Organisation of a town centre event, focused on bringing additional footfall into the town through a showcase of the facilities available at the National Library, is well underway. First round of promotions have been distributed to 2000 strong mailing list. The event is scheduled for March 28th and will tie in with the business community through the inclusion of a historical town trail in the day's activities. This trail will involve 10 businesses each displaying a poster with historical information about the business or property. Participants will be encouraged to collect facts from each poster to complete a quiz. • Holding website set up offering information on the BID project and access to minutes and agenda from previous meetings. • Creative brief has been developed to distribute to design agencies for the task of branding the BID (awaiting sign off from steering group) • Calendar of activities for the next year has been produced.
Activities Planned for next 2 months including any press opportunities:
<ul style="list-style-type: none"> • Present to Aberystwyth Town Council, March 9th • Share Your Story Event with the National Library, March 28th • Present to Pubwatch group (April/ May) • Finalise the creative brief and distribute to design agencies for the task of branding the BID • Organise and hold the next meeting of the steering group, at which point we would hope to finalise decisions regarding the BID boundary • Communication with all nationals at Head Office level to inform them of the opportunities available through the proposed BID and encourage them to get involved at a local level
Programme risks
<ul style="list-style-type: none"> • Attendance at the last two meetings has been low (steering group and marketing group), although an assessment of support amongst those regularly in attendance suggests that it was scheduling difficulties that resulted in the low turnout. In order

to combat this, businesses will be encouraged to feedback their views in a number of ways – even if they are unable to attend a meeting. Consultants are also hoping to engage the use of an empty shop in the town centre to enable drop in sessions for businesses.

- There are concerns around the impact of the extended timeframe on the momentum of the project, and particularly the engagement of the businesses in said project. Consultants continue to promote activities that will demonstrate the impact of the BID in advance of the ballot, the National Library event being one such opportunity.
- Important that channels of communication are maintained with key stakeholder organisations in the town, particularly Menter Aberystwyth and the business club, to ensure a co-operative approach is achieved and duplication of efforts is avoided.

Programme milestones

- March 2015: Present to town council
- March 2015: Share your Story National Library
- March 2015: Contact nationals at head office level
- April 2015: Meeting of the steering group
- April/ May 2015: Distribute brief to design agencies and appoint agency
- April/ May 2015: Present to the Pubwatch

Any other comments/issues (expand box if necessary)

BID Area	Aberystwyth
Date	5th June 2015
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	December 2015 / January 2016

Progress
<ul style="list-style-type: none"> • Joint event organised with National Library – Share your Story – was a success. There were over 200 visitors to the one day event, which received local and national press attention. Positive example of meanwhile use of vacant unit. • Menter Aberystwyth, Aberystwyth Business Club and the Chamber of Trade have agreed to support the process and have become actively involved in the steering group. • A design consultant has been appointed to develop a brand identity for the BID. • Initial designs were reviewed at the last steering group, and final designs will be signed off at the next meeting. • Efforts are ongoing to engage with key stakeholders in the area, and a meeting has been set up with the University to discuss their active involvement in the process. • Consultants met with the ratings team at Ceredigion County Council to discuss the ballot process and requirements post-ballot should the result be positive. The team remain very supportive. • Following discussions around the impact of the new Tesco/ M+S development on the existing high street, and the need for any strategy to consider business interests, a meeting is being organised with the Council and other key stakeholders to consider these concerns. • The steering group are keen to offer all potentially eligible businesses the opportunity to influence decisions made regarding programme, levy rate and boundary. A letter is being prepared which will be distributed directly to businesses through the Council's postal facility, and will also be printed in the local paper. • Calendar of activities for the next year has been produced.
Activities Planned for next 2 months including any press opportunities:
<ul style="list-style-type: none"> • Meeting with the University, Monday 15th June • Marketing group meeting, 15th June • Present to Aberystwyth Rotary Club, Tuesday 23rd June • Steering group meeting, Tuesday 23rd June (tbc) • Letter to be distributed to all potentially eligible businesses outlining opportunities available and ways to get involved • Design and production of leave-behind leaflet, to be distributed to businesses during phase 2 of consultation • Decisions to be made regarding boundary, levy rate, programme theme areas • Phase 2 consultation on content of BID programme
Programme risks
<ul style="list-style-type: none"> • Although levels of engagement from businesses in the town have improved, it is important that the momentum of the project be maintained as discussions can

become circular when there are new members in attendance at every steering group meeting.

- The extended timeframe for the project requires a greater effort to maintain this momentum, and to continue to demonstrate the positive opportunities available through the proposed initiative. Further pilot projects and phase 2 consultation will impact on this.

Programme milestones

Dates in italics are for Jan/ Feb ballot.

- June 2015: Finalise design and print leave-behind leaflet; Brand launch event
- July - August 2015: Distribute leave-behind leaflet to businesses; Consultation on programme
- August 2015: Develop business plan and draft BID proposal
- September 2015: Visioning event; Finalise BID proposal; Design and produce BID proposal document; BID proposal published
- October – November 2015: Distribute BID proposal; Campaign consultation
- November 2015 (*January '16*): BID ballot opens
- December 2015 (*February '16*): BID ballot closes

Any other comments/issues (expand box if necessary)

Business Improvement District – Monitoring Form

BID Area	Aberystwyth
Date	08 th December 2015
Organisation and Contact details:	Ceredigion County Council, [Redacted Information – Personal information]
Welsh Government Funding Awarded	£23,250
Anticipated ballot date:	March 2016

Progress

The steering group has met nine times in total (five times since February).

A designer was chosen from a shortlist of candidates and Advancing Aberystwyth/Aberystwyth Ar Y Blaen was chosen as the name for the BID.

The designer developed a brand and a 'leave behind' leaflet about the proposed BID and potential programme was produced and distributed in November.

The Steering Group made the decision at their November meeting to remove former zones 3 and 4 (Parc Y Llyn retail park and the University, National Library of Wales and Bronglais Hospital) from the BID area. An agreement has been reached with the University for them to pay the levy based on 100% of the RV of the properties remaining in the BID area.

A BID HQ is in the process of being procured with the help of Ceredigion County Council and will be staffed part of the time over the next few months.

A draft proposal, BID arrangements and BID operating agreement have been produced with the text to be finalised by the Steering Group at their December meeting.

A Baseline agreement with the Council is currently being drafted.

Activities Planned for next 2 months including any press opportunities:

- Hold next steering group meeting on 15th December.
- Draft proposal agreed – Jan
- Proposal printed and distributed to businesses – Feb
- Ballot – 15th Feb – 14th March

Programme risks

- There is a concern that the extended timeframe for the completion of the process may impact on the levels of momentum and enthusiasm amongst businesses.

Programme milestones

- 15th Feb - 14th March - BID ballot

- 15th March – Ballot results announced

Any other comments/issues (expand box if necessary)