

YOUR  
**Rhyl**

Appendix 1



**Rhyl** BUSINESS  
IMPROVEMENT  
DISTRICT

**Business Plan**  
2024-2029

# Introduction from the Chair of the Rhyl BID



***“Rhyl BID continues to bring opportunities for Businesses in Rhyl to get on board and drive through the projects that will see our Town flourish! Rhyl’s Regeneration is moving at a pace and now is the time for us to stand together and cultivate a Town we can be proud of. A relaxed and welcoming environment enjoyed by all and most importantly bustling with shoppers, shopping in our shops!”***

This plan has been crafted carefully in response to feedback from Rhyl Businesses alongside our experiences over the last five years serving Rhyl’s business community. The last few years have been a learning curve and period of change for all of us, including two years like no others we’ve experienced in our lifetimes due to the pandemic.

Armed with greater experience and understanding of the landscape, and stronger partnerships with wider organisations as well as individual businesses, we are well-positioned to tackle the next five years, with clear, achievable, and measurable aims, driven and shaped by you, our business community.



# A reminder of what a BID is

**A Business Improvement District (BID) is a business-led and business funded body formed to improve a defined commercial area. Businesses in this area are consulted and listened to on the production of a plan of key improvements, which means that they have a genuine voice to decide and direct what initiatives they want for the area.**

There are more than 300 BIDs operating across the UK, with the majority focusing on towns or town centres and the benefits they have brought about include increased footfall, improved marketing, more events, better security and enhanced streetscenes, and programmes of business training and support – all of which benefit the business community and also the local community. BIDs are also proven to deliver specific benefits to businesses in many other ways.

A BID is funded by businesses paying a small proportion of their business’ rateable value towards the BID. This money is then ring-fenced for use only in their BID area, unlike Business Rates which are re-distributed by Government. A BID can only be formed if a successful ballot takes place – where the majority of businesses vote to adopt the business plan which they have developed.

The current Rhyl BID has existed since 2019 and current economic circumstances make the ongoing presence of a BID for Rhyl even more essential for the coming 5 years.



# Some of the ways the BID has helped so far

The BID has already operated for almost 5 years and notable achievements in this time have included the following:

## Town Rangers

From the introduction of Solomon in Nov 2019 to date the rangers have logged: 4874 activities - 2636 reached - 13.9K times reached

Qualifications and skills the Rangers bring to the town:

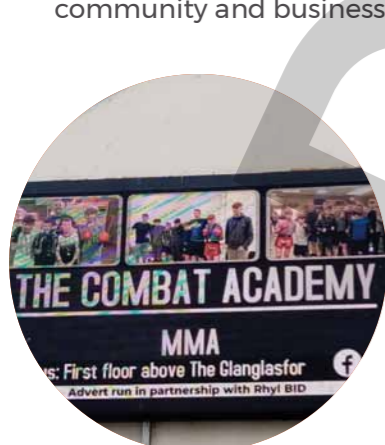
- ✓ First Aid Trained (incl CPR and Defib)
- ✓ Mental Health Awareness
- ✓ Denbighshire Tourism Gold
- ✓ Drugs and Alcohol Awareness
- ✓ Dementia Friends Training
- ✓ Sharps Collection
- ✓ Negotiation and Observation Skills
- ✓ Relationships with wider organisations (NWP, DCC Streetscene) and business liaison
- ✓ Radio Links Committee
- ✓ Shopwatch Committee
- ✓ Equality, Diversity and Discrimination Training
- ✓ Friendly, Approachable and Sound Judgement
- ✓ Awareness and knowledge of the community and business offer

## Rhyl Events

- Halloween 2021 was Rhyl BID's first event which saw 25 groups participate.
- Easter Eggstravaganza 2022 resulted in 75 groups participating
- Halloween 2022 saw 160 public groups take part in craft activities and the trail.
- Easter Egg Festival 2023 saw over 300 groups on the trail around the town and was featured on ITV Wales 6pm News.
- Rhyl Business Awards 2023 which saw in excess of 17,000 votes being received and 17,000 engage on social media leading up to and on the night putting Rhyl firmly on the map.

## Marketing & Campaigns

- QR Boxx
- Your Rhyl Vouchers
- iVans at Kfest with a reach of 66k
- iWalkers at Airshow with a reach of 44k
- Dog Friendly Campaign
- 40+ x Alight Media Board
- 30+ x Business Spotlights
- 15+ Press Releases, 10+ Press releases in partnerships with other organisations, ITV Wales evening news feature story (Easter 2023)



# Some of the ways the BID has helped so far

## Covid Support

Supporting businesses throughout Covid with:

- PPE offer - leaflet town en masse, 200 + businesses, 1500+ floor decals, 300 face coverings, 20 till screens, government required posters, face covering posters
- Grant support, including a final push of 200+ phone calls for final grant to increase uptake
- Promotional support
- In-person support on-site
- Info dissemination via e-bulletin x 104 over course of pandemic
- Social media

## Lobbying and Information Sharing

- 196 x news e-bulletins
- Removal of lane defenders
- High Street vehicular access - loading bays for delivery drivers and click and collect
- High Street vehicular barrier
- Deep cleansing after Covid



## Partnerships

- Cyber Resilience Centre for Wales - providing Cyber Safety training for businesses
- Denbighshire Voluntary Services Council - joint events include Virtual Dementia Tour - Training 2 Care, World Turned Upside Down showcase, Dementia Friendly Action Group.
- Rhyl Town Council - Floral displays, window competitions, Mayor as special guest at Halloween and Business Awards
- Denbighshire County Council, Rhyl Town Council, Keep Wales Tidy - Surf Rake
- Denbighshire County Council - Glutton Machine and dedicated operative
- North Wales Police - Safe Space and Shopwatch
- Delyn Safety - delivering First Aid training and 60+ online courses for professional development
- Business Wales - delivered training and business support liaison, application guidance and support Transforming Towns for business start-ups, pop-up shop in White Rose Centre
- Working Denbighshire - volunteers
- Place Support Partnership - advice, guidance and savings support services

## Community Initiatives

- Macmillan Coffee Morning
- British Legion Poppy Appeal
- Ty Gobaith £50 Challenge
- Falklands 40th Anniversary
- Beatlemania supporting Sense



# Overarching benefits

**Rhyl BID represents Rhyl's business community at regional and local levels, serving as a collective voice on key issues impacting our businesses in the immediate, and in the future. Your support sends a positive message about our business community's aspirations to both government, and potential investors, allows us to lobby on behalf of the business community as a whole, and to work in partnership to secure enhanced services for Rhyl that would otherwise be out of reach, such as our town's new Surf Rake.**

Rhyl BID works to raise Rhyl's profile and to encourage visitation and repeat patronage via a programme of public events, marketing campaigns and promotional opportunities, and the Your Rhyl town loyalty scheme, in partnership with our town's own digital platform, QR Boxx.

Your Town Rangers offer a welcoming and supportive presence for members of the public and businesses, whilst also serving as the eyes and ears of the town on a daily basis, deterring anti-social behaviour and crime, reporting and sorting maintenance issues, disseminating information, and feeding back suggestions, ideas, and concerns raised by you.



Rhyl BID established a rolling programme of in-person training covering a range of topics based on your feedback, and more recently, we have expanded to include an online training portal in partnership with Delyn Safety UK. Rhyl BID offers a range of additional business support opportunities and personalised assistance, including access to the savings and advice and guidance services offered to our members by The Place Support Partnership.

And, Rhyl BID also works to drive local initiatives, such as Safe Space and Dementia Friendly Rhyl, and promotes and provides logistical support for wider initiatives such as, the Poppy Appeal, and Macmillan's Big Coffee Morning.



# Overarching benefits

## Professional and Close Contact Services

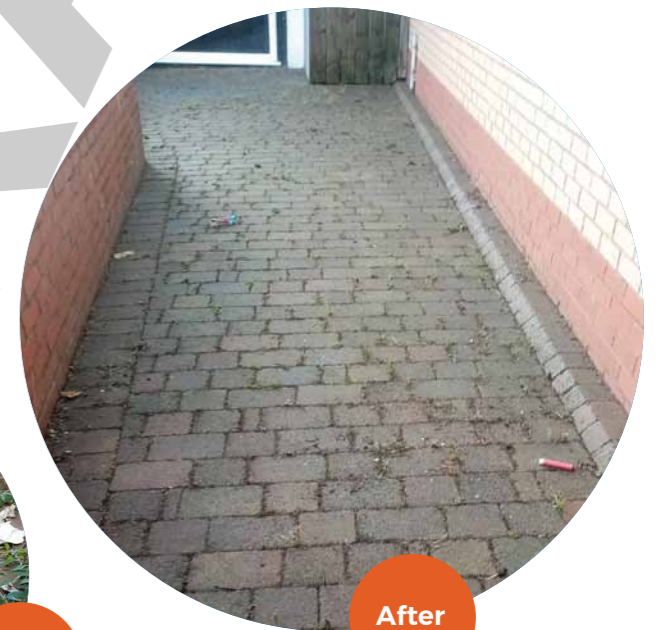
- Improved connections between businesses with opportunities to build more productive business relationships through planned quarterly networking events
- The opportunity to promote products and services to neighbouring businesses, residents, and tourists via BID marketing campaigns and communication channels
- A greater opportunity to recruit and retain employees as the town is seen as a more vibrant, attractive and safe place to work, and to develop employee skills and loyalty through access to our training programmes

## Independent and national retailers

- A greater sense of place and knowledge of what the town offers
- Collaboration over seasonal trading campaigns and initiatives
- Promotional campaigns to highlight the range of specialist retailers in the town
- Support combatting retail crime and loss prevention activities



Before



After

## Leisure and hospitality operators

- Campaigns and initiatives to highlight the breadth of the leisure and hospitality offered by independent and national operators
- Engaging and inviting events to encourage visitation to Rhyl

## Town centre visitors

- A cleaner, safer, more secure town for residents, encouraging more frequent, longer visits
- More activities and entertainment within Rhyl to improve the local sense of community and drive footfall into town
- Greater employment prospects delivered through thriving businesses within a thriving town
- An enhanced sense of local pride and connection to the town

# Business feedback

Feedback from businesses has been the bedrock of this plan and the following are the key findings from the survey, which was completed by a representative sample of 65 businesses and organisations.

## Priority improvements

The following feedback from Rhyll businesses has been used to inform future projects:

- More events
- Crime Management
- ASB
- Streetscape
- Savings
- More inclusive
- Business Support
- Rhyll promo platform

## Awareness of the BID

Businesses were asked a series of questions regarding their awareness of the BID and the following responses were received:

| FACTOR   | % AWARENESS |
|--|-------------|
| Awareness of the events and marketing carried out by the BID | 86%         |
| Awareness of members of the BID team                         | 71%         |
| Awareness of how to contact the BID                          | 83%         |

The range of projects which the survey respondents consider to be most important have been summarised within the "Projects" section of the business plan.



"I would like to take this opportunity to thank you very much for all your help and advice you have given throughout making the application on xxxx's behalf. As I said in our telephone conversation you are a credit to your employer. Nothing was too much trouble for you to assist with."

**A business support with a Covid Grant Application**

"Thank you that's brilliant, thank you again for this free service I think it's amazing for local businesses to get their businesses out there thank you."

**The George Pub referring to their advert on the Alight Media Board**

"Brilliant day the kids loved it. We did too. Lovely seeing Rhyll in a good light on the 6pm ITV news too."

**Denmore Premier Food Store referring to Easter Egg Festival 2023.**

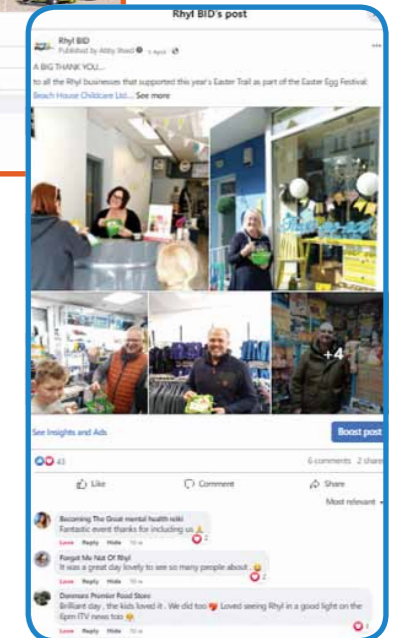
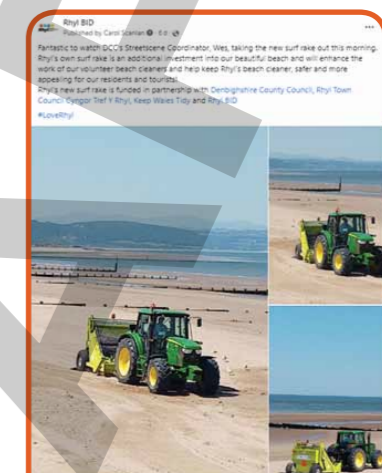
# Some of the supporters of the BID

The recent survey showed business support for the renewal of the BID and the following are some of the key businesses and organisations who are backing the business plan:



## The projects

We have used the extensive feedback received from businesses over the first BID term, and our recent survey, to directly shape this proposal document and have focused on a range of improvements which you have told us are priorities for the town. This business plan is therefore a huge opportunity for businesses to vote to enact the priorities which they want to see for Rhyll.



Independent businesses to be added following initial consultation event

# OBJECTIVE ONE SAFER AND CLEANER

As informed by business feedback, the BID will:



1. Continue to serve as a collective voice for businesses, and continue our work with North Wales Police, Cyber Resilience Centre for Wales, Delyn Safety UK and other partners to help Rhyll feel safer for residents, visitors, and staff
2. Employ team of 3 Town Rangers to provide a range of on-the-ground support services to visitors and businesses, and to deter anti-social behaviour and crime
3. Facilitate Shopwatch meetings at least six times per year, and continue to secure relevant training opportunities such as the recent NICE training, and Herbert Protocol training
4. Facilitate Rhyll's Radio Link and expand the Radio Link to Marina Quay area
5. Continue to oversee and grow Rhyll's Safe Space Programme in partnership with North Wales Police
6. Support businesses to safeguard against crime and develop relevant skills by:
  - Disseminating info from CRCW / NWP
  - Alerts Quarterly cyber training sessions from CRCW
  - Delyn Safety UK course offers (eg Cyber Awareness, Lone Working, First Aid)
7. Commission revised CCTV arrangements and re-introduce partial live-monitoring during regular business hours, together with the North Wales CCTV Partnership



# OBJECTIVE ONE SAFER AND CLEANER

*"The Rhyll BID has been a valued partner over recent years in championing businesses and acting as a voice for the retail community in Rhyll. North Wales Police recognise that a thriving local economy will underpin the aspirations of all those involved in the regeneration of Rhyll. By supporting local businesses and providing them with a voice, Rhyll BID has supported North Wales Police in its efforts to make Rhyll a safer place to shop and visit. The BID Rangers have become familiar faces in the town and helped identify/reduce ASB and retail crime in the area. In addition North Wales Police would like to thank Rhyll BID for providing key support in promoting initiatives such as:*

- Dementia Awareness
- Shopwatch
- Radio link
- The Safe Space initiative
- Ask Angela campaign

*The BID's has been at the forefront in looking at ways to transform the town centre through additional street cleaning and promotional events to help make the area a more welcoming space for the public. North Wales Police are also keen to explore the Rhyll BID's offer of additional investment to support the CCTV Partnership Board which would help develop and extend the CCTV provision in Rhyll and the surrounding area."*

Sgt Mark Jones, North Wales Police

8. Continue to explore opportunities for enhanced cleansing in partnership with key stakeholders, such as Keep Wales Tidy, and to continue to work closely with Denbighshire County Council's Streetscene Team to support prompt resolution to maintenance issues
9. Introduce a streetscape improvement programme, including:
  - working with Denbighshire Council to improve the appearance of street furniture
  - working with City Dressing to improve the appearance of vacant units and develop a programme of installations
  - working with Rhyll Town Council floral / plantings committee



Examples of how City Dressing has proposed to improve the appearance of empty units, following an extensive site visit, using 3D graphics



## OBJECTIVE TWO VIBRANT AND INVITING

As informed by business feedback, the BID will:

1. Develop at least 2 new annual Rhyll BID public events, in partnership with ODIN events, to expand our established event programme



A lovely compliment we received online about yesterday (Easter event)! Most fun since legoland!

Debbie, Rhyll Library

Janette and I wanted to let you know how much of a success we found the Easter Trail part of your event to be yesterday, certainly as far as the TIC was concerned. For us, it is easy to see the effect it had on our footfall. We have a door counter, and yesterday indicated that we had 366 individuals in the centre. The corresponding Tuesday-before-Easter last year we had 194. It's easy to see that this is because of the trail as we tallied each child who participated within the TIC and that amounted to 104. We replenished our basket of goodies three times, and Carol did it a fourth time. Thank you for a great trail. Probably the best trail forming part of a Rhyll town centre event ever.

Toni, Tourist information centre

## OBJECTIVE TWO VIBRANT AND INVITING

2. Commission a series of high-impact street dressing installations in partnership with City Dressing, to improve the feel of the town.
3. Introduce an ongoing programme of public art and heritage initiatives in partnership with Gobaith Galeri, powered by QR Boxx
4. Continue to create a library of professional images of the town centre and constituent businesses and make these available for collaborative promotion and publicity.



3. Introduce an ongoing programme of public art and heritage initiatives in partnership with Gobaith Galeri, powered by QR Boxx

Working with Rhyll BID is always a pleasure. Abby and the team consistently go the extra mile to offer the highest quality events, initiatives and activities that benefit both the businesses and the public. Rhyll is my home town and I have personally felt the benefits of Rhyll BID's work both as a resident and a business owner. The BID looks beyond the short term and actively works towards re-defining Rhyll's reputation for future generations. I am excited to be involved in their ongoing work in the community, contributing to the shared goal of making Rhyll a destination for shopping, culture and community.

Lowri, Gobaith Galeri



# OBJECTIVE THREE MARKETING & SUPPORTING OUR BUSINESSES

As informed by business feedback, the BID will:

1. Raise Rhyll's profile, and that of constituent businesses by further developing the annual Rhyll Business Awards



2. Further develop Rhyll BID's programme of training and business support, including our monthly in-person training opportunities and ongoing virtual training opportunities



| DATE           | SUBJECT  |
|----------------|--|
| FEBRUARY 21ST  | <b>CYBER SECURITY</b> - security awareness training provides simple and effective knowledge for people to understand their environment and provides the confidence to challenge when something doesn't look right. |
| MARCH 22ND     | <b>LINKEDIN</b> - a powerful tool for both marketing and networking, learn how to use LinkedIn's many features.  |
| APRIL 26TH     | <b>BOOK-KEEPING</b> - do you complete your own accounts? Come along and find out some helpful tips and tricks.   |
| MAY 24TH       | <b>DEMENTIA FRIENDS</b> - learn more about dementia and the small ways you can help and improve the experience within your business.   |
| JUNE 21ST      | <b>AN ECO-FRIENDLY BUSINESS</b> - looking at ways to make your business more environmentally friendly and help to preserve our planet for future generations.  |
| JULY 19TH      | <b>FACEBOOK ADVERTS</b> - learn how to set up a Facebook ad account and create Facebook ad campaigns targeting your audience.  |
| SEPTEMBER 20TH | <b>GOOGLE MY BUSINESS</b> - a step-by-step guide of how to claim your business listing and use the free marketing tools to optimise your GMB profile.  |
| OCTOBER 25TH   | <b>PUBLIC RELATIONS</b> - the foundations of effective PR and media relations to help build your profile and help to grow your business.   |
| NOVEMBER 22ND  | <b>WEBSITE SHOP</b> - learn the process that you need to take to create an online store, while keeping costs low.  |

To book your FREE place visit:  
<https://bit.ly/RhyllBIDTraining2023>  
Costigans Co-working, 40 Bodfor Street, Rhyll



# OBJECTIVE THREE MARKETING & SUPPORTING OUR BUSINESSES

3. Organise quarterly networking events to share business intelligence, and facilitate cross-trading and promotion



4. Continue to offer personalised marketing support via partnership activities with Communicorp (IVans, iWalkers), Alight, and Routemedia, as well as localised opportunities including QR Boxx, social media channels, and access to the services of our in-house marketing



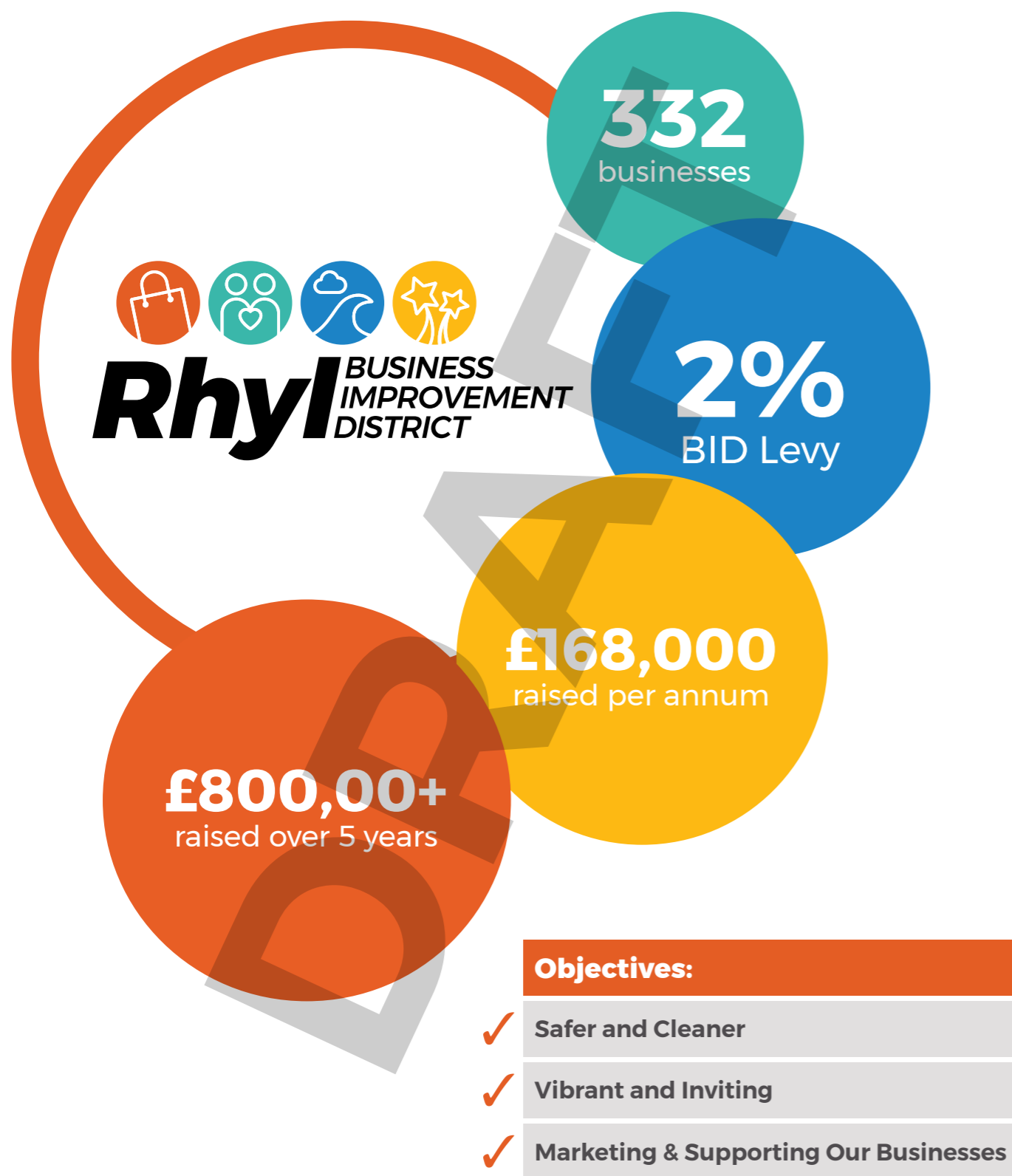
5. Further develop relationships with partner organisations who provide a range of support services, such as Place Support Partnership, who will continue to offer a programme of advice and guidance and operating cost reduction to save businesses money

6. Continue to keep businesses updated on key issues via social media channels, newsletters, and network events
7. Continue to lobby for ongoing improvements and investment into the town.





# The new BID proposals at a glance



# The new BID proposals at a glance

## Your opportunity to continue to support our town

The BID has been operating for almost 5 years and the current economic circumstances mean that it is considered more important than ever for Rhyll to attract more customers, visitors, and investors, and for businesses to have direct access to people who can lobby, liaise with partners on their behalf, and offer a range of personalised support services. This is therefore your opportunity to continue the work of the BID by voting to invest over £800,000 of additional revenue into the town over the next 5 years.

## BID Management & Operations

- The BID would continue to be run by a Board of Directors, all of whom would represent businesses from the private sector and organisations paying the BID levy. Members of the BID would continue to elect their Board of Directors.
- The Board of Directors would continue to be responsible for ensuring that projects are delivered on time, within budget and to the highest standards possible
- The Board would continue to be professionally-run and operated with openness, transparency and inclusivity

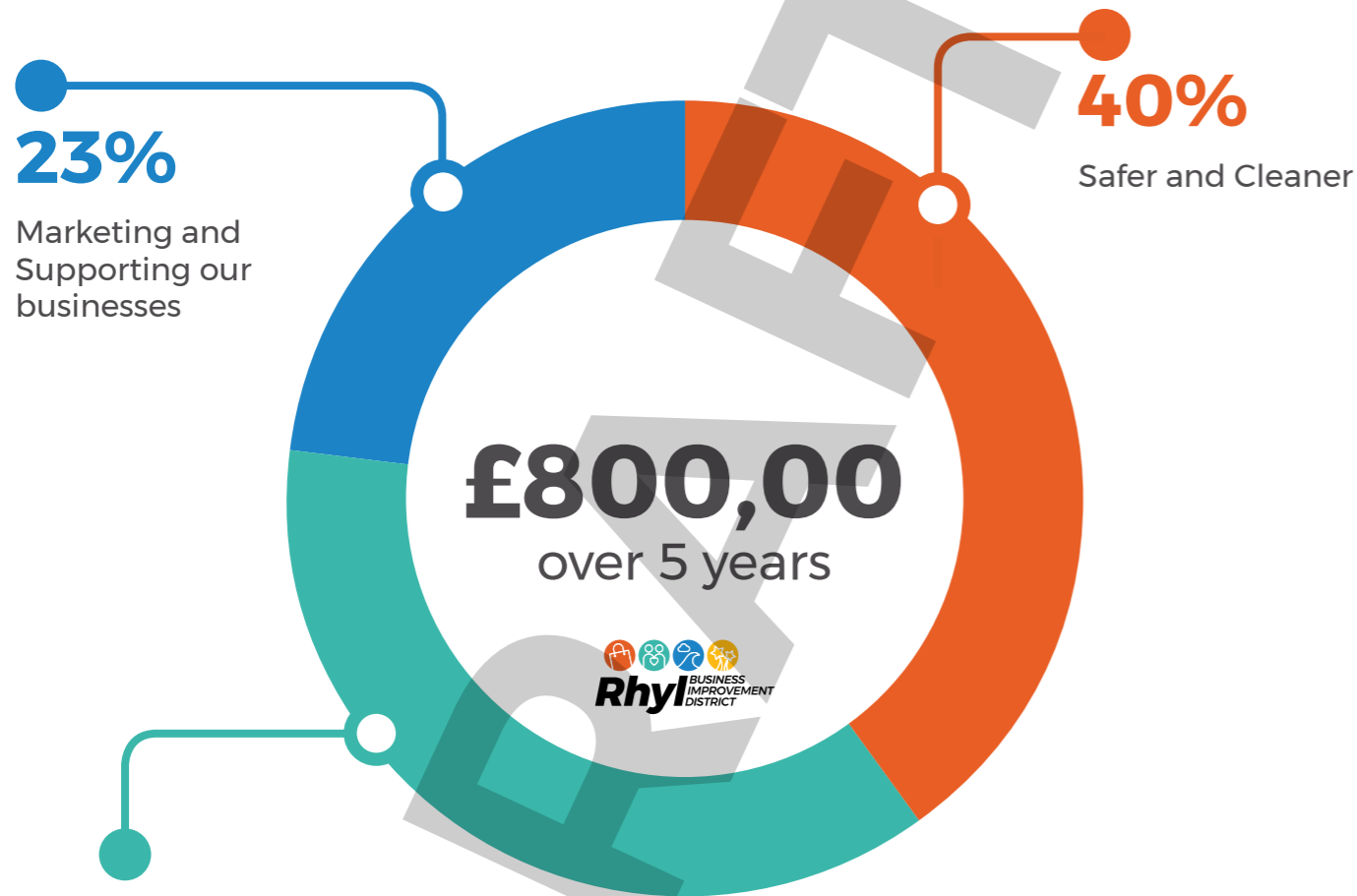
## How the proposals would be funded

- The BID would be funded by a 2% levy on the rateable value of all eligible businesses within the proposed BID area
- Small businesses, with a rateable value of less than £6,000, will be exempt from the levy but may choose to benefit from the BID by making a voluntary contribution if they wish
- The levy has been carefully calculated to provide the required funding to deliver the range of improvement projects that businesses have identified for Rhyll
- For the average business, the cost of the BID levy will be less than the price of a cup of coffee per day, but combined together results in a significant fund which means that important projects can be carried out



# The budget

The following table summarises the proposed BID budget for the next 5-years and this has been developed to reflect all industry guidelines and national best-practice.



1. Assumes a levy collection rate of 2%.
2. Contingency has been set in line with industry guidelines.
3. Administration & overheads have been capped to be consistent with industry guidelines.
4. Annual BID levy collection costs would be £168,000
5. Operating costs, including labour and fixed costs, calculated at £135K per year, have been applied equally across all three project headings.
6. To account for inflation, and at the discretion of the BID Board, the annual levy may be increased each year from year two, by a maximum rate of no more than the prevailing Consumer Price Index, although we have taken a prudent financial approach and not accounted for such increases in the above table.

# The BID levy

The cost of the levy for each business is a percentage of its rateable value and so is based on the size and location of your business premises.

The proposed cost of the levy should be considered by all businesses as an investment in our town, which will facilitate our collective aims. As an individual investment, it is a relatively small sum, but when combined with other contributions from BID members, the total provides a considerable budget that is invested exclusively into Rhyl over five years.

The range of projects which businesses consider to be a priority means that a levy of 2% of rateable value is proposed, which means that the BID would only cost your businesses the following amount:



You can calculate your proposed annual levy by simply multiplying your rateable value by 0.02. If you are unsure what your current rateable value is, please contact the Valuation Office on 03000 501501 or visit [www.gov.uk/correct-your-business-rates](http://www.gov.uk/correct-your-business-rates)

If you are a small business, please bear in mind that any property with a rateable value of less than £6,000 would be exempted from paying the BID levy. Even if you are exempt from paying the levy, you would be able to join the BID as a voluntary member if you wish to do so, and those who do will be able to participate fully in all BID initiatives. Landlords, property owners and institutions would also be invited to join the BID via voluntary contributions, which would then be spent on projects in Rhyl.

# The proposed BID area

Following detailed consideration, it is proposed that the BID boundary should cover the area shown within the boundary line on the following plan.



The following streets therefore fall within the defined BID boundary for the purposes of the ballot and any subsequent levy process:



|                    |                    |                    |
|--------------------|--------------------|--------------------|
| BATH STREET        | HIGH STREET        | SEABANK ROAD       |
| BEDFORD STREET     | KINMEL STREET      | SUSSEX STREET      |
| BODFOR STREET      | MARINA QUAY        | WARREN ROAD        |
| CHILDREN'S VILLAGE | MARINE DRIVE       | WATER STREET       |
| CHURCH STREET      | MARINE LAKE        | WELLINGTON ROAD    |
| CHURTON ROAD       | MARKET STREET      | WEST KINMEL STREET |
| CLWYD STREET       | MARSH ROAD         | WEST PARADE        |
| CRESCENT ROAD      | MORLEY ROAD        | WESTBOURNE AVENUE  |
| EAST PARADE        | PARADISE STREET    | WHITE ROSE CENTRE  |
| ELWY STREET        | PRINCES STREET     | WINDSOR STREET     |
| FORESHORE          | QUEEN STREET       | WOOD ROAD          |
| GLANGLASFOR        | RUSSELL ROAD       | VAUGHAN STREET     |
| GREENFIELD PLACE   | SANDRINGHAM AVENUE |                    |

# The BID Ballot Process

## Renewal Activities have included



BID renewal stage began

Consultation with town centre businesses and organisations, including a detailed survey that was disseminated via social media, digital media, newsletter, and in-person, and which was completed by 65 businesses and continued to show pronounced support for the BID



Launch of Business Plan

Formal notifications to the Council and the Secretary of State

Distribution of business newsletters

Information updates via [www.rhyllbid.co.uk](http://www.rhyllbid.co.uk)

A comprehensive series of one to one business meetings

Extensive social media activity

Contact with the Head Offices of national businesses

Legally all BIDs need to be established via a ballot of eligible business and the vote is conducted entirely by post over a 28 day period.

The votes will be sent to either the tenant of the business or the landlord (in the case of vacant units), within the BID boundary and INSERT will be carrying out the following voting process.

INSERT DATE 2023 - Ballot papers issued

INSERT DATE 2023 - Ballot day - the last day by which votes must be received

INSERT DATE 2023 - Result announced

For the BID proposal to be successful, there are two requirements which must be met:

- A majority of those who vote must have voted in favour.
- The total rateable values of those who vote yes must exceed that of those who voted no.



# What if you vote no?

If the BID fails to gain the required level of support at the ballot, then the crucially important activities to raise Rhyl's profile, as well as the planned projects and business support programmes, simply will not happen.

Importantly, a no vote also sends a discouraging message to potential investors, and our current momentum and grassroots activities will be lost.

Specifically, Rhyl would fail to benefit from the following additional activities:

Proposed would not happen, ongoing would be lost

- Regular positive media attention in the press and on social media
- Town Rangers supporting the community and businesses and being the eyes and ears on-the-ground liaising with partners like Streetscene and North Wales Police - fixing, facilitating and raising awareness. The Rangers have currently logged 4,874 activities.
- Annual Calendar of Events including the Annual Rhyl Business Awards
- Proposed streetscape activities (eg window dressing)
- Proposed expanded marketing (a programme of wider marketing to include Business Spotlights, iVans, iWalkers, Alight, Rhyl Journal insertions, QR Boxx)
- Floral proposals

QRBoxx has absolutely loved working alongside Rhyl BID. Our partnership has been a fantastic experience, filled with growth, innovation, and exciting new ideas. The best part is, we've seen firsthand how Rhyl BID genuinely cares about the community. The collaboration between QRBoxx and Rhyl BID has been a solid foundation for our future endeavours. We're dedicated to continuing this partnership with even more energy, enthusiasm, and fresh ideas. Together, we're confident that we can make Rhyl a thriving place for entrepreneurship, prosperity, and a close-knit community. The future is bright, and we can't wait to see what's in store!

Simon Williams, QR Boxx

- Street Furniture maintenance
- Collaborations / collective access / partnerships - Denbighshire County Council, Rhyl Town Council, North Wales Police, Cyber Resilience Centre for Wales, Alight, Place Support Partnership, DVSC, Working Denbighshire, RCS, Safe Space, Communicorp, Delyn Safety UK
- QR Boxx In the last 14 months there have been almost 15k visitors to QRBoxx Rhyl and nearly 48k page views of Rhyl businesses, events and promotions.
- Campaigns and business/community initiatives #LoveRhyl, #StrongerTogether, #SummerofFun, Shopwatch, Radio Link, Dementia Friendly, Safe Space, Cafe Banners, Dog Friendly
- Networking and 1:1 support with opportunities for business collaborations

# Management, governance and oversight

If the ballot is successful, the BID would continue to maintain a Board of volunteer company Directors, drawn from levy-paying organisations to maintain a representative, business-led group. This Board would oversee the financial, managerial and operational activities of the BID.

In order to ensure that the BID is always business focused, the Board would be a majority of private sector representatives and the Chair would always be a private-sector member. Rhyl BID, as a company, is limited by guarantee, which limits the liability of Directors and member businesses.

Meeting at least six times a year to review management and financial reports, the Board would remain fully accountable to BID levy payers and key issues, including progress on the business plan which would be communicated regularly to levy-payers via e-bulletins, billing inserts, network meetings, and AGM. Any BID levy payers would also be entitled to attend meetings of the Board to raise any matter.

Furthermore, the Board would continue to:

- Be subject to independent, accredited, external scrutiny which leads to the production and submission of an annual report, annual accounts and the submission of statutory financial and corporation tax returns
- Produce regular updates to BID levy payers
- Facilitate the rotation of Board representatives as may be required

## The current BID Board

The projects within this plan have been developed by the following key group of Rhyl businesses and organisations:

- NADEEM AHMAD  
JEAN EMPORIUM - CHAIR
- TONY THOMAS  
VICE CHAIR
- BRIAN JONES  
RHYL BUSINESS GROUP
- SUE NASH  
THE WHITE ROSE CENTRE
- SGT MARK JONES  
NORTH WALES POLICE
- STEWART WILLIAMS  
MCDONALDS
- TONY WARD  
DCC
- CAMERON HENDERSON  
IAN GRANT DESIGNS

# Keeping our town's businesses informed

## The Rhyl BID would maintain a number of key performance indicators to measure the impact of our projects, and these would include:

- Measuring and reporting on a suite of town centre indicators, including vacancy rates and footfall data
- Sampling business opinion through regular surveys to gain detailed feedback on your perception of the performance of the town and the BID
- Keeping members of the BID informed on both our progress and activities by producing and distributing an annual report
- Commissioning an independent mid-term review of all aspects the BID and communicating the findings of this to levy payers

In addition to this, the BID would also communicate to all Rhyl BID businesses regularly through e-bulletins, e-newsletters, social media, our website and quarterly network meetings. At any time, one to one meetings could also be requested by BID members.

## Agreements with Denbighshire County Council

As well as consulting and involving businesses, we have communicated extensively with Denbighshire County Council regarding our plans and they have consistently voiced their support for the BID project.

Specifically, we know that the cleanliness and appearance of our streets is important. We have therefore worked with the Council in assessing the service levels that they currently provide in the town centre and they have agreed that, as far as possible, they will maintain these throughout the five-year term of the BID.

We have also agreed a draft Operating Agreement, detailing the proposed arrangements for BID levy collection and this is available for viewing by any potential BID levy payer at [www.rhylbid.co.uk](http://www.rhylbid.co.uk)



# The proposed levy rules

1. This is a BID renewal proposal to cover the period 1st April 2024 to 31st March 2029 inclusive and the BID would deliver services in addition to any public or private sector organisation.
2. All National Non-Domestic Ratepayers within the proposed boundary, as outlined within this Business Plan, would be liable to pay the BID levy.
3. The following BID levy proposals would be applied:
  - Only properties where the Rateable Value is £6000 or more, are included
  - Levies are calculated using a variable Rateable value,
  - If a new property is entered into the Rating List then it would be charged a levy from the same date as Business Rates
  - Industrial or health care properties are excluded
  - Charitable cases will be granted the 80% Mandatory Relief, in line with Business Rates, and may be eligible for the 20% Discretionary top-up relief, if they have been granted this also.
  - Empty properties will be extended the same relief rates for the Bid as Business Rates
  - The Board may grant discretionary relief, based on evidenced hardship
4. The annual BID levy is proposed at 2% of applicable rateable value payable in advance using the Rateable Value list, as of the 1st September 2023, which will be used for the calculation of the annual BID levy for the duration of this proposal.
5. The BID levy would be charged on a daily charge basis, meaning that any business ratepayer occupying the premises for less than the one year billing period would receive a pro-rata refund on the levy paid.
6. New business ratepayers would be charged on a pro-rata basis for the remainder of the billing period from the point they enter the rating list.
7. The liability for the BID levy on any eligible vacant premises, or premises undergoing refurbishment, would revert to the liable party as defined under prevailing Non-Domestic Rates legislation, with no void period.
8. The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year.
9. Non-Domestic Rate regulations would be used to collect any outstanding BID levy and any write-offs would be submitted to the BID Board for approval.
10. Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID Company.
11. VAT would not be charged on the BID levy.
12. None of the costs of developing this BID proposal would be recovered from levy receipts from this business plan.

More detailed information on the BID is available at [www.rhylbid.co.uk](http://www.rhylbid.co.uk)







## Contact us

For any further information on any aspect of this proposal, please contact:

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YOUR  
**Rhyl**