

**EXECUTIVE BOARD
25TH JANUARY 2021**

**RENEWAL BALLOT OF THE LLANELLI BUSINESS
IMPROVEMENT DISTRICT (BID)**

Purpose: To confirm the support of Carmarthenshire County Council for Ymlaen Llanelli to undertake a renewal ballot for the Llanelli Business Improvement District (BID) for a new 5 year term from 1st April 2021 to 31st March 2026.

Recommendations / key decisions required:

- Support the 'Ymlaen Llanelli' to hold a formal ballot on whether or not the town's eligible rateable businesses wish to renew the Llanelli Business Improvement District for a second 5 year term to run from 1st April 2021 to 31st March 2026
- agree its position in respect of support for the principle of the proposed BIDs second term and voting in respect of its 24 affected Council owned rateable properties within the BID zone (estimated annual levy charge of £14,841.25 plus inflation at 2% pa);
- agree the principle of undertaking the BID levy collection as detailed in the Operational Agreement on behalf of the Ymlaen Llanelli at a cost of circa £3,494.98 per annum.
- approves the attached Statement of Baseline services to the BID company;
- nominates a member representative to sit on the BID Company Board;
- agrees to manage the BID ballot process at no fee on behalf of Ymlaen Llanelli.

Reasons:

Since its inception the BID has sought to improve Llanelli as a place for people to live work and visit.

Over the proposed second five-year delivery period of the BID it is estimated that £456,095 would be collected via a 1.25% levy on the rateable value of commercial properties within the BID delivery area. Levy which will be reinvested in projects and services that benefited businesses within the town centre.

During the first BID term Ymlaen Llanelli have run regular events in the town centre including open air cinema, Llanelli 80s festival and the Llanelli Food and Drink Festival. The Footfall counters in the town centre funded by Carmarthenshire County Council show that the events increase visitors into the town centre. The average recorded footfall for Saturdays over a 6-week period in Llanelli is 16,800. The table below shows footfall figures during events organised by the BID

Event	Footfall
Batman Returns	25,077
80's Festival	28,015
Gar Gwl Music Festival	22,640
Dinosaur Event	25,132
Great Get Together	28,605

The continuation of the events in the town centre, and the increased footfall they bring, will be essential to the economic recovery of the businesses that have been adversely impacted by the Covid-19 pandemic

The BID steering group, following extensive consultation with businesses within the BID boundary, propose that the second BID term will focus on four areas of activity:

1. Boosting Marketing
2. Enhancing experience
3. Improving access
4. Developing Strategy

Relevant scrutiny committee to be consulted NA

Exec. Board Decision Required YES

Council Decision Required NO

EXECUTIVE BOARD MEMBER PORTFOLIO HOLDER: - Cllr. Emlyn Dole Leader portfolio

Directorate Name of Head of Service: Jason Jones Report Author: Steffan Jenkins / Tessa Peregrine	Designation Head of Regeneration Economic Development Area Manager / Economic Development Co-ordinator	E Mail Address: jajones@carmarthenshire.gov.uk SHGJenkins@carmarthenshire.gov.uk / TPeregrine@carmarthenshire.gov.uk
--	---	--

EXECUTIVE SUMMARY
EXECUTIVE BOARD
25TH January 2021

SUBJECT

Renewal ballot of Llanelli Business Improvement District (BID)

1. Background information

The report seeks to gain a recommendation from Carmarthenshire County Council to support the renewal ballot request from Ymlaen Llanelli.

After a successful ballot with businesses within the delivery area the Llanelli BID was established in November 2015. The five-year contract to deliver the Llanelli BID was awarded to Ymlaen Llanelli, an independent not for profit company limited by guarantee. Following the expiration of the five-year term, Ymlaen Llanelli seeks to re-ballot businesses within the delivery area, which remains unchanged (BID boundary plan attached), to determine if they would support the extension of the BID for a further term of five years

Please see the accompanying renewal ballot proposal for further details of the proposition put forward by Ymlaen Llanelli.

2. Other options considered

The County Council could choose not to endorse the renewal ballot by Ymlaen Llanelli. However, this would result in a period of uncertainty for businesses in Llanelli town centre, at a time where they are seeking to recover from the economic effects of the Covid-19 pandemic. Ymlaen Llanelli have an established presence in Llanelli town centre along with a calendar of targeted event that benefit local businesses and a proven track record of delivery.

Since its inception the Ymlaen Llanelli have:

- Developed a calendar of events that have grown year on year
- Successfully campaigned for a dedicated police presence in the town centre to tackle anti-social behaviour
- Introduced £1 parking days to incentivise people to shop in the town centre
- Purchased a campaign of local advertising through Sky Media to promote Llanelli town centre
- Established the 'Love Llanelli' brand and developed branded products such as reusable travel mugs and shopping bags.

3. KEY RECOMMENDATIONS

It is recommended that the Executive Board supports the undertaking of a renewal ballot by Ymlaen Llanelli and endorses the following:

- Support the 'Ymlaen Llanelli' to hold a formal ballot on whether or not the town's eligible rateable businesses wish to renew the Llanelli Business Improvement District for a second 5 year term to run from 1st April 2021 to 31st March 2026
- agree its position in respect of support for the principle of the proposed BIDs second term and voting in respect of its 24 affected Council owned rateable properties within the BID zone (estimated annual levy charge of £14,841.25 plus inflation at 2% pa);
- agree the principle of undertaking the BID levy collection as detailed in the Operational Agreement on behalf of the Ymlaen Llanelli at a cost of circa £3,494.98 per annum.
- approves the attached Statement of Baseline services to the BID company;
- nominates a member representative to sit on the BID Company Board;
- agrees to manage the BID ballot process at no fee on behalf of Ymlaen Llanelli.

DETAILED REPORT ATTACHED? Ymlaen Llanelli Reballot Proposal	YES
---	-----

IMPLICATIONS

I confirm that other than those implications which have been agreed with the appropriate Directors / Heads of Service and are referred to in detail below, there are no other implications associated with this report:

Signed: **Jason Jones** Head of Regeneration

Policy, Crime & Disorder and Equalities	Legal	Finance	ICT	Risk Management Issues	Staffing Implications	Physical Assets
YES	YES	YES	YES	NONE	YES	NONE

1. Police, Crime, & Disorder and Equalities

The project supports Carmarthenshire County Council's Transformations Strategy which identifies six key transformational projects, including the transformation of Llanelli town. The Llanelli BID will play a key role in the transformation of Llanelli town.

The proposed project is aligned to the principles of the Well-being of Future Generations Act (Wales) 2015 in terms of taking action to safeguard the local economy of Llanelli for future generations. The five ways of working and the sustainable development principle has been considered when developing the proposal (Long Term, Prevention, Integration, Collaboration, & Involvement). Ymlaen Llanelli will aim to continue to improve the vibrancy and viability of Llanelli town and where possible will engage with Dyfed Powys Police as a stakeholder in the town.

2. Legal

As part of a BID it is standard practice for the BID group to put in place operational and baseline services agreements with the Council. The operational agreements set out the terms of the agreement in relation to the operation of the BID including collection responsibilities. The baseline services agreement sets out the Council's current service provision as the BID group cannot use BID levy to replace existing council services. All affected departments have been consulted and agreed on the baseline services agreement and both the draft Baseline Services and Operational agreements have been reviewed by Legal.

3. Finance

The Council is currently liable for 24 rateable properties within the BID boundaries with a combined potential annual BID levy charge of £14,841.25 pa (2% inflation pa). CMT will need to consider whether this revenue implication is to be funded by the relevant department upon renewal of the BID agreement. Whilst the BID collections software was purchased as part of the initial Llanelli BID, there will be cost implications on the Council in respect of the levy collection via business rates. These costs will, however, be minimised by synchronising collections with the annual business rates. There is a clause in the operational agreement to enable the charge to be passed onto the BID group.

There will be a further cost implication on the authority in respect of undertaking the re-ballot with regard to printing, postage & staff costs (notionally £3,300.00). As stated in regulation 10 of The Business Improvement District (Wales) Regulations 2015 - Where the number of persons voting in the ballot who have voted in favour is less than 20 per cent of the number of persons entitled to vote in the ballot and —

(a) the proposals were not approved in the ballot; or

(b) the National Assembly issues a notice under regulation 9(11) in relation to the ballot.

The relevant billing authority may require the BID proposer or the BID body, as the case may be, to pay the costs of arranging and holding the ballot and the relevant billing authority may recover this amount as a civil debt due to it.

(3) The costs referred to in paragraph (2) include any expenses properly incurred by the ballot holder and charged to the relevant billing authority under regulation 20.

Agreement is sought to run the ballot for this 5 year term at no cost to the Llanelli BID.

4. ICT

Collection software and licences in place and are currently used by the Llanelli BID team. There is an annual cost of circa £3494.98 for the administering the collection of the BID levy on behalf of the BID.

5. Risk Management

If the proposal to approve the renewal of the ballot is rejected then the Council's ability to fully deliver on one of its key regeneration aims - the transformation of Llanelli town centre - is affected.

6. Staffing

Whilst there are no additional staffing requests to support the delivery of the BID the Council will need to commit existing staffing resources to:

- Collect the levy on behalf of the BID group;
- Assist with the ballot;
- Representative of the Council will be required to sit on the BID Company Board

CONSULTATIONS

I confirm that the appropriate consultations have taken in place and the outcomes are as detailed below

Signed: Jason Jones, Head of Regeneration

1. Scrutiny Committee N/A

2. Local Member(s) Local Members of Elli, Lleidi and Tyisha Wards – consulted on 09/12/2020

3. Community / Town Council N/A

4. Relevant Partners N/A

5. Staff Side Representatives and other Organisations N/A

**EXECUTIVE BOARD PORTFOLIO
HOLDER(S) AWARE/CONSULTED**

YES

Include any observations here

Section 100D Local Government Act, 1972 – Access to Information

List of Background Papers used in the preparation of this report:

THESE ARE DETAILED BELOW

Title of Document	File Ref No.	Locations that the papers are available for public inspection
Transformation Strategy		https://www.carmarthenshire.gov.wales/home/council-democracy/strategies-and-plans/
BID Boundary Plan		
Ymlaen Llanelli Reballot Proposal		
Draft Statement of Baseline Services Agreement		
Ymlaen Llanelli Draft Operational Agreement		