

The logo for Newport Now, featuring the text "NEWPORT NOW" in a bold, sans-serif font. The word "NOW" is white and set against a colorful, multi-faceted geometric background of triangles in shades of blue, green, orange, and purple. The word "NEWPORT" is in a dark grey color.

NEWPORT NOW

RENEWING THE
BUSINESS IMPROVEMENT DISTRICT IN
NEWPORT CITY CENTRE

**Make a difference in the
BID ballot:
Vote **YES** for
Newport Now**

A large, stylized graphic of the word "NOW" in white, bold, sans-serif capital letters. The letters are partially obscured by a colorful, multi-faceted geometric pattern of overlapping triangles in shades of blue, green, orange, and purple, which is the same pattern used in the Newport Now logo. The background of the entire page is white, with the colorful pattern extending from the bottom right towards the top right.

NOW

BACKING THE BID FOR FIVE MORE YEARS IN NEWPORT

With this new 5-year Business Plan, we are asking the businesses of Newport city centre to build on the steady progress of the first term of the Newport Now Business Improvement District.

By 2025 we hope to be looking back with pride at how our city conquered the challenges facing all traditional 'high streets'.

We are fortunate to be able to boast a modern compact focal point in Friars Walk – but this needs to increase footfall to other parts of the city centre.

The majority of our city centre retailers are challenged by the increase in out of town and online shopping.

But Newport city centre can offer so much more than out of town or online retailers could ever hope to provide.

We have amazing city centre architecture, sporting venues, a university campus, superb transport links (apart from the M4!).



Zep Bellavia
Chair of Newport Now

We are enjoying an unprecedented property boom and creating good new housing.

Cultural changes are one of the greatest challenges for an emerging city such as ours and often take the longest to overcome.

We cannot ignore the plight of the homeless – a social problem that no-one seems to be able to solve – but we have to balance their needs with the desire of shoppers, visitors and employees to go about their daily business.

In developing our business plan we have consulted more than 400 of our Levy payers. This Business Plan details the ways in which you have told us you want to spend the £265,000 per year that you entrust to us.

We have decided to expand our definition of the city centre to incorporate the council's new masterplan boundaries. This will see parts of Clarence Place, Clytha Park Road, riverfront businesses and Rodney Parade joining the BID.

The aim of the BID's volunteer Board of Directors, all of whom either own or run city centre businesses, is to spend your Levy in the ways in which you instruct us.

There is only so much we can do with a limited budget but we trust you'll all vote for another 5 years for us to deliver this Business Plan and ensure your voice continues to be heard as our city centre develops.

Our postal ballot runs from October 31 to November 28. Please vote YES to keep the BID in Newport.

Zep Bellavia
Chair, Newport Now

SO WHAT IS THE BID?

Newport Now BID was first established in 2015 after a successful BID ballot in 2014 and has since been overseeing the marketing and management of the city centre, representing more than 500 businesses in its first term. The work and success of BIDs has been shown to be cumulative, with each 5-year term setting a foundation for the next. Newport Now BID has implemented many innovative projects and initiatives, punching well above its weight. The BID team have worked hard to improve the overall trading environment for BID businesses, and the city centre's residents, employees and visitors.



Paul Hawkins, of Diverse Vinyl on Charles Street, has been a valued supporter of the BID during our first 5 years. For the last two years, Diverse Vinyl has been funded by the BID to curate and deliver a free music festival across several city centre venues to celebrate Record Store Day. Diverse Vinyl has also benefited from one of our Shopfront Improvement Grants.



A brief explanation of BIDs and why you're being asked to vote on this Business Plan..

A BID is a formal arrangement where the businesses in an area come together to fund, manage and implement an agreed programme of actions designed to improve the trading environment of the area to the benefit of all the businesses within it.

The actions are set out in a Business Plan that is voted on by all businesses in the area and are in addition to those services already provided by the local council.

In the UK, there are now more than 300 BIDs in operation and each has a maximum life span of 5 years before businesses vote on another Business Plan.

All those businesses that would have to pay, vote upon a BID.

If the majority vote in favour of renewing Newport Now BID for a further 5 years, all businesses on the streets listed on page 24 will pay an annual Levy, which will be used to deliver the Business Plan.

For a successful YES vote:

- More than 50% of businesses that vote, must vote in favour of renewing Newport Now BID.
- Of the businesses that vote, their combined rateable value must be greater than 50%



FUTURE NEWPORT

City Centre Strategy & Business Support

With the planned developments and growing investment in the area the future for Newport looks brighter. This theme aims to make sure that you, as a committed and passionate business community, have a significant role in the future of our city. With a positive vision for the future we will strive towards shared success.



Making Newport a fun place to visit for all the family is a vital part of the BID's strategy

To date, Newport Now BID has delivered...

Lobbying

The BID has lobbied both privately and in public on behalf of its members on a range of issues, not least the introduction of a new city centre Public Space Protection Order and the new masterplan for the area. We lobbied the police and the council, via an open letter, on issues such as anti-social behaviour, drug-dealing and aggressive begging. In partnership with other Welsh BIDs, we successfully lobbied the Welsh Government to ensure business rate rebates promised for England applied to Wales as well. The BID is represented on a number of city centre-related groups, including the Market Arcade steering group, the Newport Economic Network and PubWatch.

Commercial Balance

We facilitated the opening of two pop-up shops in empty units and ran an art competition for empty shopfronts. We have also developed a shopfront improvement grant for both new and existing businesses. To date, grants have been issued totaling more than £10,000. We have a vision of a 'high street' with a mix of retail, A1 office space, residential and hotel accommodation.

Business Support

We run the Savings Advisory Service in partnership with Meercat. To date this service has identified business savings of £48,500 for BID members. We have sponsored the Pop-Up Business School, attracting almost 300 attendees.

Training and Skills

We have provided or sponsored training on anti-terrorism, GDPR and TownNet radio among others. We continue to seek ways to provide BID members with free or discounted training. The BID has partnered with the South Wales Argus on its City of Service campaign.

Food and Beverage Offer

The BID sponsors the Food and Drink Festival and has introduced a street food market as part of the Festival of Classics Car Rally.

Work with Sports Teams

We have worked with the Dragons, Newport County AFC, Newport Live, Run 4 Wales, British Transplant Games and others to encourage use of the city centre by visitors to key sporting events. We arranged for the Champions League trophy to be on show in the city centre ahead of the Cardiff final in 2017.

Digital High Street

We fund the city centre element of the Newport Explorer digital project and we are an active member of the Newport Economic Network. We have supported, where appropriate, both the National Software Academy and the Cyber Security Academy – university projects based in the city centre

Newport Now BID 2 will:

- Act as a collective voice for our members and provide presentation and input into future plans for our city centre
- Work with landlords and public agencies to try to achieve the right commercial balance for the city centre
- Support new businesses to move into the city centre and encourage temporary use of vacant units
- Support businesses through collective purchasing, facilitating access to grants and providing training opportunities
- Link businesses with local skills providers to create a better skilled local workforce
- Work with Newport's sporting facilities and teams to enhance the city centre experience for their visitors

SAFE & SECURE NEWPORT

Creating a more welcoming city centre experience

The city centre still suffers with issues of anti-social behaviour which can in some cases create an intimidating environment. The aim of this theme is to address this and work with the police to make the city centre experience more pleasant for visitors and staff during the day and night.



The BID's Ambassadors are on duty seven days a week in the city centre

To date, Newport Now has delivered:

Ambassadors

Our Ambassadors are on duty seven days a week. Part of their role is to liaise with businesses and log any issues they may be facing. They aim to visit 140 Levy payers every month. In addition to this, they will also attend to incidents in the city centre reported by businesses. Typically, the number of incidents they attend each month number more than 100 and relate to the following issues:

- Anti-Social Behaviour
- Shoplifting (dealing with or assisting)
- General public enquiries
- General crime
- Parking/traffic
- Medical emergency

PubWatch

The BID attends all meetings of PubWatch, and works with licensed premises, the council and the police to increase participation in the scheme.

Newport Business Against Crime Partnership

All BID Levy payers are NBaC members via funding from the BID. As such, they all have access to the Disc intelligence-sharing software and app. Many BID members have also joined the TownNet radio system.

Police

We continue to meet regularly with the city centre police inspector to ensure there is a working partnership between the police and the business community. Our Ambassadors work closely with the police, CSOs, council wardens and private store security.

Newport BID 2 will:

- Provide uniformed street ambassadors to welcome visitors, confront anti-social behaviour and help prevent crime against property
- Work with Pubwatch to achieve a better evening and night-time experience for visitors
- Support the Newport Business Against Crime Partnership and work closely with them to increase take up of the TownNet radio service and enhance the sharing of intelligence related to crime in the area
- Work closely with the local police force to further develop the working partnership with them and the business community
- Following the forthcoming review of taxi ranks by the local authority, provide a taxi marshal service at an appropriate rank on Friday and Saturday nights
- Continue to work in partnership with the local authority and PubWatch towards making an application for Purple Flag status, increasing the attractiveness, access, safety and offer of the night-time economy



OUR DELIVERY THEMES #3

WELCOME TO NEWPORT

Improving the street environment & access, changing perceptions & creating a vibrant city centre

To date, Newport Now has delivered:

Enhanced Gateways

We supported the local authority's successful bid for funds from Welsh Government for the lower end of Commercial Street as part of their targeted regeneration investment scheme Vibrant and Viable Places. We have also developed a shopfront improvement grant for both new and existing businesses and have run an art competition for vacant shop frontages.

Brand and Marketing

The BID produces regular media releases for events and other initiatives. To date 36 press releases have been issued since May 2017.

We have a monthly column in the South Wales Argus business section with 25 published to date. Our website includes a regularly updated news and events sections. We are also part of the Newport Economic Network's Destination Newport Group that includes plans for a city-wide events and tourism website as part of its remit. We produce a quarterly newsletter for all BID members, both in hard copy and electronic form. We operate vibrant and engaging social media accounts across varying platforms.

Gift Card and Promotions

We have developed the Newport Now Gift Card in

partnership with Miconex. These cards can only be spent with participating businesses in the city centre. At present we have 86 businesses participating in the scheme and cards worth £11,000 have been sold to date – money that can only be spent in the city centre. Any unspent money on expired gift cards is refunded to the BID and can then be spent on other projects.

Events

The BID has organised and delivered and/or sponsored: Countdown to Christmas, Festival Of Classics, Food and Drink Festival, Urban Beach, Big Splash, Record Store Day, Small Business Saturday, City of Newport Half Marathon, Newport Wales Marathon, Christmas Market, British Transplant Games

These events have helped to increase footfall in the city centre. For example, in 2018 there were nearly 8,000 more people in the city centre for the Countdown to Christmas event compared to the previous Saturday. Likewise, an additional 3,500+ people visited for the Festival of Classics.

Newport Now BID 2 will:

- Work with businesses, artists and residents to enhance the identity of different areas
- Work with branding and PR experts to raise the profile of our city centre and gain positive media coverage
- Have marketing activities which are both visitor and business-focused with the aim of filling vacant units and driving up footfall
- Continue to provide the Newport Now Gift Card
- Encourage local residents and employees to spend locally through regular promotions and constant reminders of what the city has to offer
- Deliver a programme of city centre events to increase footfall and spend

BID LEVY RULES & THE BALLOT

Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the Levy is charged and collected, and how the ballot is conducted.
- The term of the Newport Now BID will be for a period of five years.
- The Levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID Levy.
- The BID Levy will be applied to all eligible business ratepayers within the defined area of the Newport Now BID with a rateable value of £5,000 or more.
 - The following exemptions to the BID Levy apply.
 - Those with a rateable value of less than £5,000.
 - Non-retail charities with no paid staff, trading income, arm or facilities.
 - Eligible ratepayers within a managed estate such as a shopping centre, arcade or paying a service charge can receive a discount up to a maximum of 0.25% annually. This will be dependent on management providing a service charge schedule for the BID to assess the actual level of discount (based on services already being provided and any wider contribution to the city centre). If no satisfactory

service level schedule is provided then the full Levy rate will apply in those managed estates.

- Entirely, not-for-profit, subscription and volunteer-based organisations.

- The Levy will be a fixed rate of 1.25% based on the rateable value per hereditament as at 1st April each year ('Chargeable Date') using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The BID Levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID Levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID Levy via the registered business ratepayer with no void period.
- The BID Levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Newport City Council is the only organisation that can collect the Levy on behalf of the BID Company.
- The Levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the Levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.

- The BID Board will meet at least six times a year. Every Levy-paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The BID Board will produce a set of annual accounts available to all members.

BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote by Newport City Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Newport City Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by Newport City Council.
- Ballot papers will be sent out to the appropriate person/organisation on 31st October 2019, to be returned no later than 5pm on 28th November 2019.
- For the BID to go ahead, two conditions must be met:

- More than 50% of businesses that vote must vote in favour.

- Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.

- The results of the ballot will be declared on 29th November 2019.
- Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay 1.25% Levy amount (subject to minimum or maximum level contribution each year for five years).

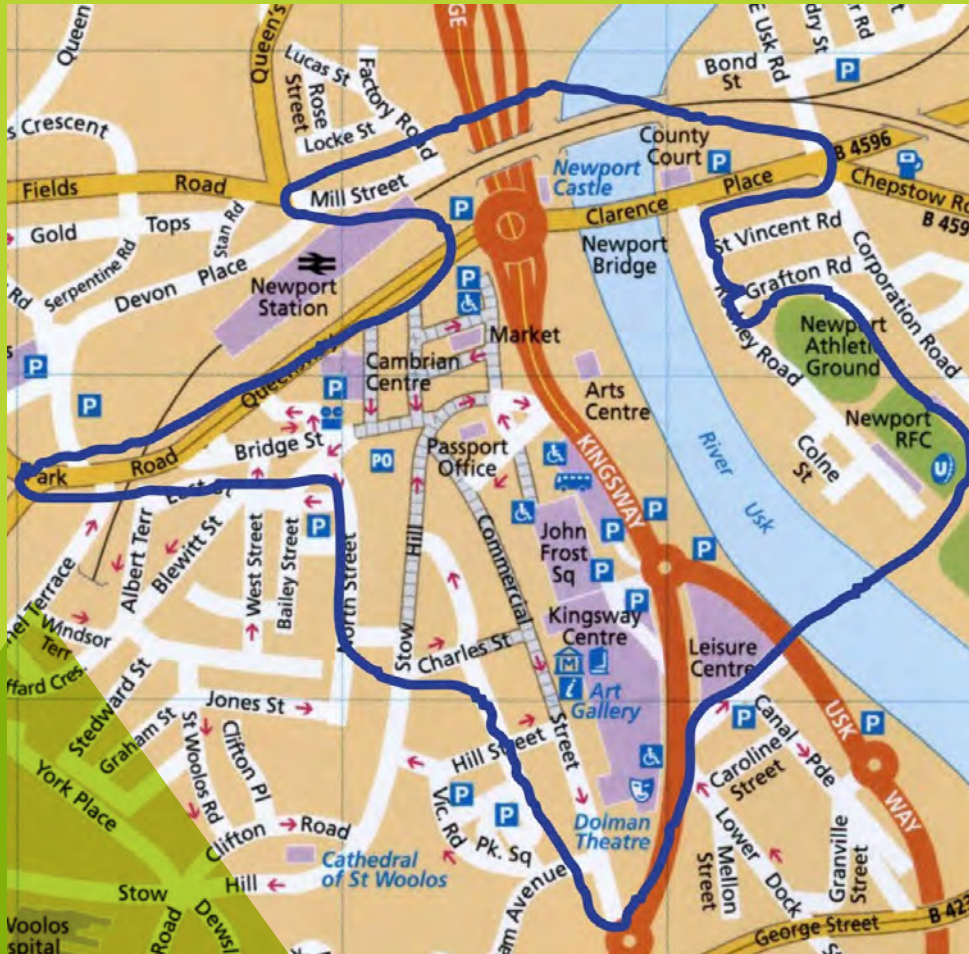


Newport Now supporters Liverton Opticians operate as a sales point for our gift cards

THE BID AREA

This map is intended to give an overall picture of the BID area and is not an exact representation.

Please refer to the back cover of this document for a full list of all streets in the BID area.



BID LEVY & BUDGET

Every eligible business in the BID area (businesses with a rateable value of £5,000 or more per annum) will pay the BID Levy which is calculated as 1.25% of its premises' rateable value. This will not change throughout the duration of the BID term.

This income is then ring-fenced and used to fund the projects outlined in this business plan. Newport Now BID 2 will raise approximately £260,000 per annum (£265,000 with additional income)

This is an amount that is collected annually by Newport City Council on behalf of the BID Company.

The BID in its second term will focus on sourcing external businesses to make a voluntary contribution to the BID. They will be able to take advantage of some of the projects and services offered.

Newport BID	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Lifetime Budget*	£	£	£	£	£	£
BID Levy *	260,000	260,000	260,000	260,000	260,000	1,325,000
Additional income	5,000	5,000	5,000	5,000	5,000	-
Core Costs						
BID management	41,000	41,000	41,000	41,000	41,000	205,000
Ambassadors/Safety Projects	110,000	110,000	110,000	110,000	110,000	550,000
Events & Area Marketing	80,000	80,000	80,000	80,000	80,000	400,000
Digital Projects	20,000	20,000	20,000	20,000	20,000	100,000
Total expenditure	251,000	251,000	251,000	251,000	251,000	1,255,000
Total income	265,000	265,000	265,000	265,000	265,000	1,325,000
Surplus/Contingency	14,000	14,000	14,000	14,000	14,000	70,000

* The budget is subject to internal annual review based on the evaluation of project results.

* Newport City Council (NCC) has agreed to cover the cost of administering BID Levy collections.

YOUR QUESTIONS ANSWERED

Not sure what the BID is all about or how it might affect you and your business? On these pages we answer some of the questions we are often asked.



The BID has been running for 5 years, why can't it just continue?

BIDs last for a maximum of 5 years, once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the Levy. This is known as a renewal ballot.

Is this just another tax and will it substitute those services that Newport City Council are responsible for providing?

A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These are: a level of street cleansing and maintenance, highways and roads, and emergency services. Newport Now BID can choose to enhance and add to these services using BID Levy income.



Newport City Council has provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request.

How much will I pay?

On behalf of Newport Now BID, Newport City Council will collect a Levy from each BID business that will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.25% of their rateable value. This is collected annually.

My business is not a part of the Newport Now BID area – can I still be a part of the BID?

Yes, any businesses that are formally exempt from paying the BID Levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID team using the contact details on this page.

When will the second mandate projects begin to be delivered?

The first term of the BID is due to end on March 31, 2020. The second term will then start to be rolled out from April 1, 2020, and Levy bills will be issued. If the renewal ballot is unsuccessful, all BID services would be stopped as of March 31, 2020.

How do I contact the BID?

For further information, please contact the Newport Now BID team using the following contact details:

BID Manager – Kevin Ward
 E: kevin@kevinwardmedia.com
 T: 07824 472543



NEWPORT NOW BID GOVERNANCE

Newport Now BID Ltd is a private sector led, not-for-profit company and has, for the last 5 years, been governed by a Board comprising of BID Levy payers or equivalent voluntary financial contributors, together with other key stakeholders.

Board positions are unpaid and voluntary and include a mix of all sectors of businesses that operate within the BID area, as well as the necessary skills required to navigate the BID through its second term.

All Board positions will be voted on through an election process.

Invitations will go out to all BID businesses and voluntary financial contributors to become members of Newport Now BID (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

The proposed Newport Now BID Board for the second term will have the following structure:

- 4 Large Business
- 4 Small Business
- 1 Landowner
- 1 member of the business club (voluntary levy contributor)
- 1 Residential/Community Member
- 1 Statutory Body (e.g. the police or local authority)

The Newport Now BID team will remain the same. It comprises 3 staff (BID Manager and 2 Ambassadors) who will be responsible for managing the day-to-day implementation of BID projects. The team have, over the first term, built relationships with BID businesses; and communication between businesses and the Board will continue to be important. Moving forward, as before, the BID Manager will be the driving force behind securing additional funding for the BID in order to add additional projects and value over the next 5 years.

If successfully voted in for a second term, Newport Now BID will need to show it is delivering for your business. The Board will set Key Performance Indicators (KPIs) and criteria upon which to measure the performance of the BID. Examples of the criteria the BID could use include:

- City Centre Performance Data (footfall figures, occupancy rates, car parking usage, new business activity)
- Annual Surveys

- Value for Money and City Centre Profile Measurements (media coverage, website and social media visits and interaction, service take up rates and cost saving initiatives calculated)

These activities will be carried out appropriately at regular intervals and will be reported back to you through the following channels:

- Annual Meetings
- Group Forums and Briefings
- Direct Communications (e-bulletins, newsletters, one-to-ones)



YOUR VOTE COUNTS!



Football legend Ryan Giggs helps switch on Newport's Christmas lights last year at the annual event organised by Newport Now BID

Much of our time and effort is operational and addresses the services you, our BID Levy payers, want to see delivered in addition to those the local authority provide. Newport Now BID will have invested more than £1.2 million delivering business initiatives by the end of its five-year term. Your BID is having a significant impact in our city centre. These advances and benefits will continue with new projects for 2020-25 but only if businesses vote YES. So please bear in mind if you do not vote or vote against the BID you stand to lose all of the following virtually overnight:

- More than £1.3million BID Levy investment in supporting city centre businesses would be lost over the next 5 years.
- Additional funding and services that the BID leverages would be lost.
- Newport would lose ground with other BID locations such as Swansea, Cardiff and Bristol (there are more than 300+ BIDS in the UK now)
- Projects such as the gift card and shopfront improvement grants would cease to exist.
- The website www.newportnow.co.uk would close down
- Events such as the Countdown to Christmas and the Festival of Classics would stop. The future of other events sponsored by the BID would be thrown into question
- No business utility savings
- The ability to lobby and advocate specifically for city centre businesses on issues like car parking, licensing & business rates would be lost
- No promotion of the city centre and its businesses in the printed and digital media

BACK THE BID: VOTE YES FOR NEWPORT



The BID has funded the annual Big Splash Festival since 2017, ensuring family fun is delivered throughout the city centre



WHEN WILL IT HAPPEN?

October 2019

You will receive official notification of the forthcoming ballot.
 You will receive a copy of the 2020-25 Business Plan.
 The postal ballot opens on 31st October.
 You will have until November 28 to cast your vote.

31st October 2019

Postal ballot opens.

28th November 2019

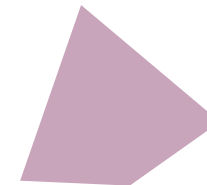
Postal ballot closes.

29th November 2019

Count takes place and result of ballot is announced.

1st April 2020

BID company goes live and first Levy is collected.



All businesses on the streets (part & whole) listed below are included in the BID area. If you are unsure as to whether you are included and therefore will pay the BID Levy, please contact one of the team.

Railway Street : Station Street
Skinner Street : Bridge Street
Llanarth Street : Emlyn Walk
Kingsway Shopping Centre
John Frost Square : Stow Hill
Emlyn Square : High Street
Market Street : Upper Dock Street
Newport Arcade : Cambrian Road
Queensway : Commercial Street
Market Arcade : Palmyra Place
Sovereign Arcade : Charles Street
Com Street : Kingsway
Friars Street : Friars Walk
Usk Plaza : North Street
Austin Friars : Caxton Place
Usk Way : Griffin Street
Baneswell Road : Waters Lane
School Lane : Station Approach
West Street : Clarence Place
Millennium Walk : Rodney Road
Mill Street: Hill Street
Wyndham Street

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