



Newport Now BID

Local businesses improving our city centre

2025-30 Business Plan Launch & Open Meeting
October 17, 2024



Agenda

- 5.30pm-6pm: Arrival & drinks
- 6pm-6.15pm: Welcome & introductions (Zep Bellavia, BID board chair)
- 6.15pm-6.45pm: Police update (Sergeant Paul Turner)
- 6.45pm-7.15pm: Council update (Councillor James Clarke)
- 7.15pm-8pm: BID Business Plan & ballot launch (Kevin Ward, BID Manager)
- 8pm: Close



BUSINESS PLAN & BALLOT LAUNCH

KEVIN WARD
Newport Now BID Manager



What is the BID and what does it do?

- Business Improvement District – one of 340+ across UK
- Defined geographical area – City Centre/Clarence Place/Riverfront/Clytha Park Road/Mill Street
- Private limited NFP company, elected by ballot of members in 2014 and again in 2019. Ballot for a third term begins on October 31. More of that later!
- Governed by voluntary Board of Directors
- Second five-year term started April 2020
- Funded since 2015 by 1.25% levy for businesses with rateable value £5k+. 606 levy payers.
- Delivers business plan across three themes – Welcome, Future, Safe & Secure
- Levy income of £172k in 2024-25. Lowest levy bill in BID's history. Levy income in 2020 was £260k. Raised extra £300k in external grants since 2022.

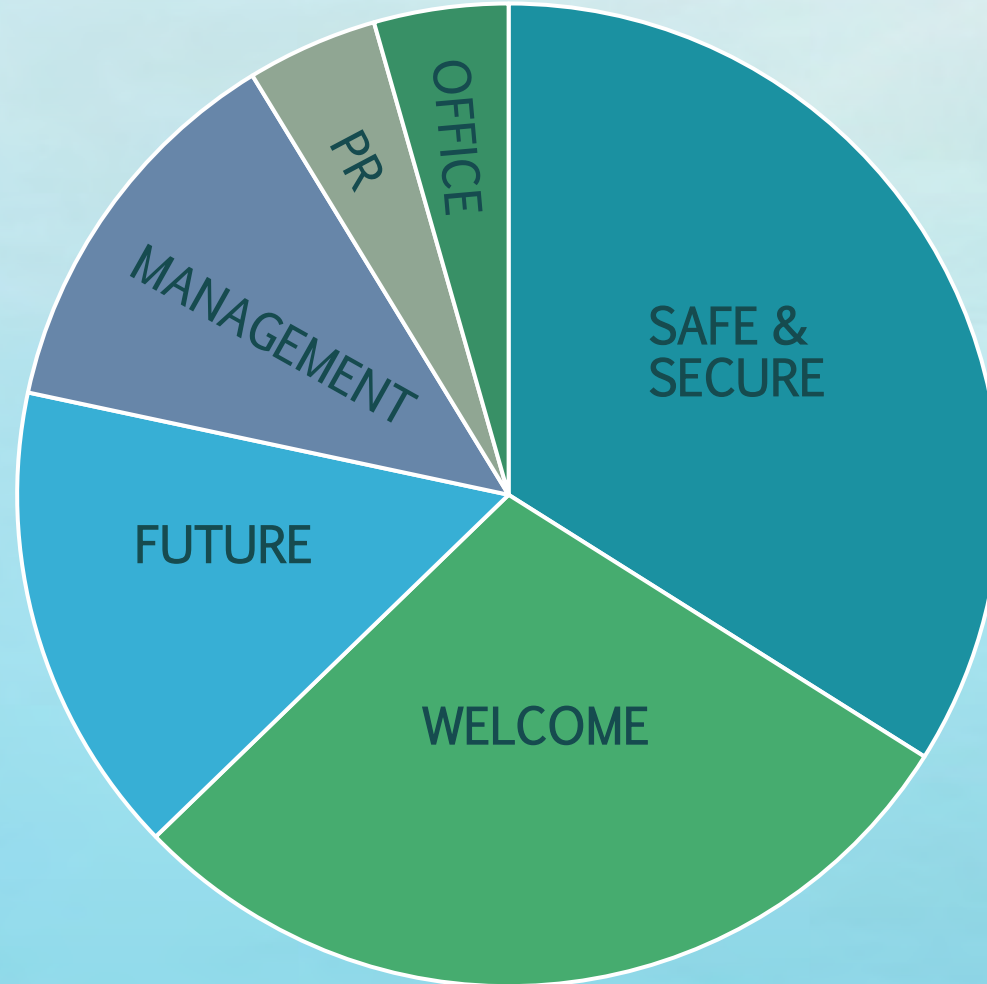
The Newport Now BID area



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



How is the BID Levy spent?



■ Safe & Secure ■ Welcome ■ Future ■ Management ■ PR/marketing ■ Office



Welcome to Newport

- Events in 2024: City of Newport Half Marathon, Newport Wales Marathon, Urban Beach, Big Splash, Pride in the Port, Food Festival, Newport Rising Festival, Countdown to Christmas, Small Business Saturday, Christmas Markets. All either organised, funded or supported by the BID.
- Shopfront Improvement Grant
- Free graffiti removal scheme
- Gift Card: Can only be spent in participating city centre stores. Keeping Newport pound in Newport.





Urban Beach



- John Frost Square
- August 2-27
- Grant-funded (no cost to levy payers)
- Used by 9,500 children
- Average of 363 children a day

Coming up...

- Countdown to Christmas: Saturday, November 16 from 2.30pm. Music, fairground rides, celebrity guests, lights switch-on, fireworks display
- Christmas Markets: Every Thursday, Friday, Saturday & Sunday during December in High Street. Free stalls for BID members. Email info@greentopmarkets.com to register interest.





Shopfront Improvement Grant

- Grant available to all BID levy payers
- Can pay up to 75% (maximum £1,000 inc VAT)
- For external works – painting/signage/lighting
- Applications still open. Limited budget
- Apply via www.newportnow.co.uk





Future Newport

- Savings Advisory Service: saved BID members £107,000 to date. Free consultation with our experts to see if they can save you money on telecoms, energy, merchant fees, pest control, water & insurance.
- City centre app: Promoting businesses via loyalty offers, business deals, trails & events. App has been redesigned & relaunched today.
- Lobbying: Making sure businesses have a voice & a seat at the table in discussions with local & national governments.
- Training: Providing free or discounted training for city centre businesses on digital marketing, anti-terrorism, GDPR and CityNet

Coming up...



POP UP SHOPS AVAILABLE IN NEWPORT

**TEST YOUR BUSINESS
WITH NO UPFRONT
COSTS**

- Flexible leases available from 1 day to several weeks
- Running from October to March
- Email: enquiries@m4pc.co.uk for an application form

- Free pop-up shops for businesses looking to test the water in the city centre.
- Grant funded so no cost to levy payers.
- Two vacant units in Kingsway from October to March.
- Interested? Contact enquiries@m4pc.co.uk

**Support for
reducing your
business costs in
Newport**

To start saving call
03330 156289



SAVINGS ADVISORY SERVICE

Next visit to Newport:
November 22



**SUPPORT FOR REDUCING
BUSINESS COSTS**



YOUR COMMUNITY
YOUR REWARDS



REVOLUTIONISING
REWARDS
IN NEWPORT



NEWPORT NOW APP

- App goes live today
- Loyalty offers
- Business deals
- Events
- Trails
- Fully funded by Newport Now
- Free to use for levy payers
- Access to individual customer data dashboard
- Simple to register – we do all the work

Safe & Secure Newport

- Newport Business Against Crime Partnership: All levy payers are NBaC members via funding from the BID. As such, all levy payers can have access to the Disc intelligence-sharing software and app. Also able to join the CityNet radio system
- Purple Flag status for night-time economy secured and application to retain is in place
- Pub Watch





Street Ambassadors service



- On duty Tuesdays & Wednesdays 10am-5pm; Thursday-Saturday 9am-5pm
- Visit 100 businesses every month
- Anti-Social Behaviour
- Shoplifting (dealing with or assisting)
- General public enquiries
- General crime
- Aggressive begging
- Medical emergencies

Night Ambassadors service



- Funded via Police & Crime Commissioner
- No cost to levy payers
- Cover area wider than BID area
- On duty 8pm-4am Friday & Saturday
- Assisting lone women, general public, licensees, police & licensing authority
- Funding secured to extend scheme to end of March 2025
- Extension to service depends on Yes vote at ballot



NEWPORT NOW BID BUSINESS PLAN

2025-2030

**Make a difference in the
BID ballot:
Vote **YES** for a 3rd term for
Newport Now BID**

2025-30 Business Plan

- Survey sent to levy payers via email, social media, website & hand deliveries
- 120 surveys returned
- Vast majority want us to continue providing & improving existing services, projects & benefits
- Business Plan is our ballot manifesto – it's what you'll be voting on
- Available tonight, online, and will be posted to all levy payers

NOW



NEWPORT NOW BID BUSINESS PLAN

2025-2030

**Make a difference in the
BID ballot:
Vote **YES** for a 3rd term for
Newport Now BID**

2025-30 Business Plan

Key proposals:

- Small increase in BID levy from 1.25% to 1.5% (first increase since BID started in 2015)
- Current average annual BID levy in Newport is £284 (£5.46 a week)
- Current average annual BID levy for independent businesses is £215 (£4.13 a week)
- New levy rate will see average bill rise by £1.24 a week & average bill for independents rise by 95p a week.
- It will provide BID with extra £40,000 a year. Still £50,000 down on 2020.
- Continue to seek grant funding.
- Only Cardiff & Swansea have lower bid levies in Wales

NOW

2025-30 Budget



Newport BID 3		Year 1	Year 2	Year 3	Year 4	Year 5	Total
2025-2030 Budget*		£	£	£	£	£	£
	BID Levy *	211,000	211,000	211,000	211,000	211,000	1,180,000
	Additional income*	25,000	25,000	25,000	25,000	25,000	
		-	-	-	-	-	-
Core Costs	Management/rent/PR	50,000	50,000	50,000	50,000	50,000	250,000
Safe & Secure	Ambassadors/NBaC	92,000	92,000	92,000	92,000	92,000	460,000
		-	-	-	-	-	-
Welcome	Events/gift card/shop grants	40,000	40,000	40,000	40,000	40,000	200,000
		-	-	-	-	-	-
Future	BID app/digital projects	18,000	18,000	18,000	18,000	18,000	90,000
Total expenditure		200,000	200,000	200,000	200,000	200,000	1,000,000
Total income		236,000	236,000	236,000	236,000	236,000	1,180,000
Surplus/additional income*		36,000	36,000	36,000	36,000	36,000	180,000

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

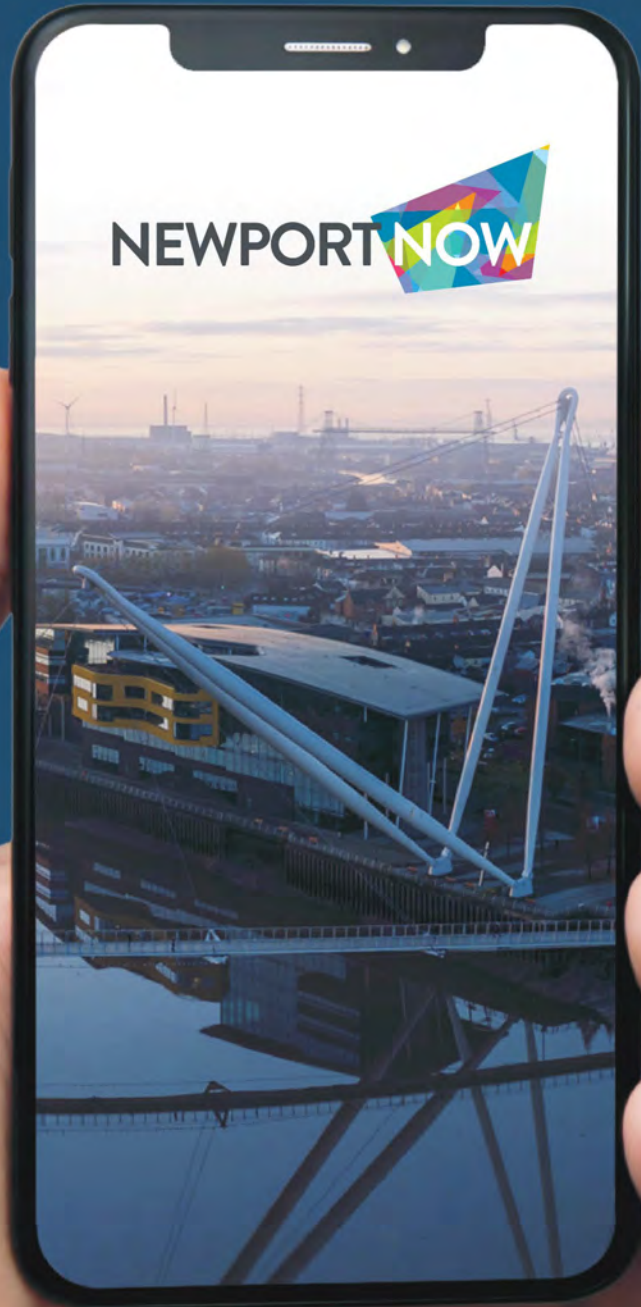
* External funding routes for 25/26 onwards are as yet unclear, so our forecast for this income is cautious.

* Planned surplus minus additional income is £11,000 per annum.



Key proposals (Welcome to Newport):

- Deliver a further programme of city centre events to increase footfall & spend
- Use PR and marketing to raise the profile of our city centre & gain regular positive media coverage
- Have marketing activities that are both visitor & business-focused with the aim of filling vacant units & driving up footfall
- Continue to provide & extend the Newport Now Gift Card
- Encourage residents & employees to spend locally through regular promotions and constant reminders of what the city centre has to offer
- Continue to provide Shopfront Improvement Grants to BID levy payers



Key proposals (Future Newport):

- Act as a collective voice for our members & provide input into all future plans for our city centre
- Grow usage of the Newport Now city centre app
- Support new businesses to move into the city centre & encourage temporary use of vacant units
- Support businesses through collective purchasing, facilitating access to grants & providing training opportunities
- Link businesses with local skills providers to create a better skilled local workforce
- Work with Newport's sporting facilities & teams to ensure the BID area is central to their planning for matches and events



Key proposals (Safe & Secure Newport):

- Provide uniformed Street Ambassadors to welcome visitors, confront anti-social behaviour & help prevent crime against property
- Work with Pub Watch to achieve a better evening & night-time experience for visitors
- Support the Newport Business Against Crime Partnership & work closely with them to increase take up of the CityNet radio service & 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 & the business community
- Seek further external funding to extend the Night Ambassadors service, making the weekend night-time experience even more welcoming
- Continue to work in partnership with the local authority & others towards retaining Purple Flag status, increasing the attractiveness, access, safety & offer of the night-time economy



Ballot for a third term

- BIDs run for 5 years at a time
- Newport Now BID completes its second term in March 2025
- New business plan for 2025-30 created in consultation with levy payers
- Postal ballot of all levy payers October 31-November 28
- It is up to YOU to decide whether Newport has a BID beyond next March



Ballot timeline

- Today: Business Plan published
- Today: Notice of Ballot posted to levy payers
- October 31: Postal ballot opens
- November 28: Postal ballot closes
- November 29: Ballot result announced



How does the ballot work?

- 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 2024, to be returned no later than 5pm on 28th November 2024.



How does the ballot work?

- For the BID to win a third term, 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.



What does a YES vote mean?

- The BID continues until at least the end of March 2030
- At least £211k a year invested in city centre projects and services
- Events
- Ambassadors
- Shopfront grants
- Savings advice
- Gift card
- City centre app
- Giving businesses a voice



What does a NO vote mean?





NEWPORT NOW 

**VOTE
YES**

**FOR 5
MORE YEARS**



LOCAL BUSINESSES IMPROVING OUR CITY CENTRE

www.newportnow.co.uk

More information: www.newportnow.co.uk
Twitter: @Newport_BID
Facebook: @NewportBID
Email: kevin@kevinwardmedia.com
Phone: 07824 472543



The Newport Now BID

Local businesses improving our city centre

**THANKS FOR LISTENING
ANY QUESTIONS?**