



NEWPORT NOW BID BUSINESS PLAN

2025-2030

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



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 vote YES for a third term for the Newport Now Business Improvement District (BID).

The ballot during November will provide you with the chance to ensure you can help us build on the achievements of the BID's second term - a period that brought with it challenges the like of which none of us had seen in our lifetimes.

When we secured your support for a second term for the BID at our last ballot



in late 2019, little did we know that just a fortnight before that second term was due to start in April 2020 that almost every business in the city centre would be forced to close as the first Covid lockdown came into force.

Our reaction was to put the BID's new business plan on hold and focus our energy and attention on helping our members through an unprecedented crisis.

Within a month of the first lockdown being announced, we purchased more



Zep Bellavia
Chair of Newport Now BID

than £25,000 of window vinyls, floor stickers, hand sanitiser and other PPE equipment and distributed it free of charge to the city centre's many independent businesses as we knew they would be hardest-hit and desperate for help and information.

We also provided vital links to information about furlough, bounce back loans, digital skills, and a variety of grants.

And we continued to do this as lockdowns came and went - helping to guide our levy payers through a blizzard of rules and regulations.

In the post-Covid period, we have returned to the core purposes of the BID - boosting footfall and trading opportunities with events, providing uniformed Street Ambassadors, keeping the Newport pound in Newport with our gift card, developing a city centre app, helping our members save money on their business costs, and providing shopfront improvement grants.

At the same time, reductions in the rateable values of commercial properties following a nationwide review meant our annual levy income reduced by 35% almost overnight - meaning we have had to work harder and smarter to deliver our business plan.

One way in which we did this was by applying successfully for grants funded initiatives ranging from our Night Ambassadors service to this summer's hugely popular Urban Beach.

In total, we secured external funding in excess of £300,000 during our second term. The target set by the Board was £25,000!

In developing this business plan we have consulted more than 500 of our Levy payers via surveys and individual conversations. This Business Plan details the ways in which you have told us you want us to spend the £211,000 per year that you entrust to us.

There is only so much we can do with an increasingly 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 moves into the 2030s.

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

Zep Bellavia,
Chair, Newport
Now BID

SO WHAT IS THE BID?

Newport Now BID was first established in 2015 after a successful ballot and has since represented around 600 businesses in its first two terms. 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 help improve the overall trading environment for BID businesses, and the city centre's residents, employees and visitors.



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 set out in this Business Plan will be 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 340 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 the annual Levy vote in each BID ballot.

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 from April 2025, which will be used to deliver this 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

Taking a central role in regeneration

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. The BID aims to take a central role in all regeneration plans for the city centre, ensuring your voice is heard. This theme also aims to make use of digital technologies to help businesses, residents and visitors.



To date, Newport Now BID has delivered...

Lobbying

The BID provides city centre businesses with a voice and a seat at the table in discussions with local and national governments. The BID has lobbied both privately and in public on behalf of its members on a range of issues, not least the revised city centre Public Space Protection Order and the new placemaking plan for the area. We lobbied local, Welsh and UK governments throughout the Covid crisis, often in partnership with other BIDs across Wales and the UK; and we are regularly in touch with the police and the council on issues such as anti-social behaviour, drug-dealing and aggressive begging. The BID is represented on a number of city centre-related groups, including Safer City Centre, the Placemaking Plan steering group, PubWatch and the Newport Business Against Crime Partnership.

Business Support

We run the Savings Advisory Service in conjunction with savings experts the Place Support Partnership. To date this service has identified savings of more than £105,000 for BID members on their energy, telecoms, merchant fee and pest control bills. We regularly provide our members with BID-wide and one-to-one support and advice on issues such as business rates relief and grant applications.

Training and Skills

We have provided or sponsored free or discounted training for city centre businesses on digital marketing, anti-terrorism, GDPR and CityNet radio usage among others. We continue to seek ways to provide BID members with free or discounted training, particularly on how to use digital technologies to improve their businesses and make them easier to find on the internet and social media.

Digital High Street

We fund Newport Now city centre app. This free app features offers and loyalty discounts from businesses, along with useful trails and events listings. There is no monetary or admin cost to get your business on the app. We have supported, where appropriate, both the National Software Academy and the Cyber Security Academy – university projects based in the city centre.

Sport and Activity

We have worked with Dragons RFC, Newport County AFC, Newport Live, Run 4 Wales, British Transplant Games and others to encourage use of the city centre by visitors to key local, regional and national sporting events.

Newport Now BID 3 will continue to:

- Act as a collective voice for our members and provide presentation and 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 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 ensure the BID area is central to their planning for matches and events

SAFE & SECURE NEWPORT

Creating a more welcoming city centre experience

Like many traditional high streets across the UK, Newport 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, council and other agencies to make the city centre experience more pleasant for visitors and staff during the day and night.



To date, Newport Now BID has delivered:

Street Ambassadors

Our blue-uniformed Street Ambassadors are on duty five days a week. Part of their role is to liaise with businesses and log any issues they may be facing. They aim to visit 120 Levy payers every month. In addition to this, they will also attend incidents reported by businesses. Typically, the number of incidents they attend each month totals more than 100 and relate to the following issues:

- Anti-Social Behaviour
- Shoplifting (dealing with or assisting)
- General public enquiries
- General crime
- Medical emergencies

Night Ambassadors

Our Night Ambassadors are on duty from 8pm to 4am every Friday and Saturday. Funded by the Police & Crime Commissioner, they help make the night-time experience in the city centre more welcoming and provide support to the public, licensed venues, the police and other emergency services.

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 app. Many have also joined the CityNet radio system.

Newport Now BID 3 will continue to:

- 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 CityNet 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
- 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 and PubWatch towards making an application for retaining Purple Flag status, increasing the attractiveness, access, safety and offer of the night-time economy



OUR DELIVERY THEMES #3

WELCOME TO NEWPORT

Increasing footfall, changing perceptions & staging events to increase trading opportunities

To date, Newport Now BID has delivered:

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, Pride in the Port. These events have helped to increase footfall in the city centre. For example, in 2023 there were nearly 8,000 more people in the city centre for the

Countdown to Christmas event compared to an average Saturday. Throughout 2023, Newport city centre bucked the Welsh and UK trend with its increased footfall.

PR and Marketing

The BID produces regular media releases for events and other initiatives. 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 various platforms, and our



upgraded website includes a regularly updated news section.

Gift Card

We have developed the Newport Now Gift Card. These cards can only be spent with participating businesses in the city centre. At present we have more than 50 businesses participating in the scheme and cards worth £25,000 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 is spent on other projects.

Improved shopfronts

Our Shopfront Improvement Grant is available to all BID levy payers who wish to improve the exterior of their premises. In partnership with Newport City Council & Welsh Government, we have dressed some of the longer-term empty shopfronts in the city centre using artwork from primary school pupils. In partnership with the council, we run a free Graffiti Removal Service for BID levy payers.

Newport Now BID 3 will continue to:

- Deliver a further programme of city centre events to increase footfall and spend
- Use PR and marketing to raise the profile of our city centre and gain regular positive media coverage
- Have marketing activities that are both visitor and business-focused with the aim of filling vacant units and driving up footfall
- Continue to provide and extend the Newport Now Gift Card
- Encourage residents and 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

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 1.5% 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 2024, to be returned no later than 5pm on 28th November 2024.
- 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 2024.
- Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay 1.5% Levy amount (subject to minimum or maximum level contribution each year for five years).



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 1.5% of its premises' rateable value. This will not change throughout the duration of the BID term.

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

This income is then ring-fenced and used to fund the projects outlined in this business plan. Newport Now BID 3 will raise approximately £211,000 per annum (£236,000 with additional income).

The BID in its third term will continue to focus on sourcing external grants to fund specific projects (such as the Night Ambassadors service). These projects will not be financed via the Levy but will benefit Levy payers.

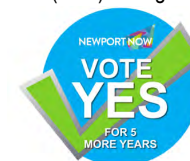
Newport BID 3		Year 1	Year 2	Year 3	Year 4	Year 5	Total
2025-2030 Budget*		£	£	£	£	£	£
	BID Levy *	211,000	211,000	211,000	211,000	211,000	1,180,000
	Additional income*	25,000	25,000	25,000	25,000	25,000	
		-	-	-	-	-	-
Core Costs	Management/rent/PR	50,000	50,000	50,000	50,000	50,000	250,000
Safe & Secure	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.

* 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 almost 10 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 the ballot that will take place October 31-November 28.

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 ballot process 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 1.5% of their rateable value. The average BID levy payment is less than £270 a year. 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.

When will the third mandate projects begin to be delivered?

The second term of the BID is due to end on March 31, 2025. The third term will then start to be rolled out from April 1, 2025, and Levy bills will be issued. If the renewal ballot is unsuccessful, all BID services would be stopped as of March 31, 2025.

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, since 2015, 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 help navigate the BID through its third term.

All Board positions will be voted on through an election process. Minutes of Board meetings are published on the BID website.

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 third term will have the following structure:

- 4 Large Business
- 4 Small Business
- 1 Landowner
- 1 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 Street Ambassadors) who will be responsible for managing the day-to-day implementation of BID projects. The team have, over the first two terms, 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 projects and value over the next 5 years.

If successfully voted in for a third 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 & Open Meetings
- BID website
- Direct Communications (e-bulletins, newsletters)



YOUR VOTE COUNTS!

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 £3 million delivering business initiatives by the end of its second five-year term. Your BID is having a significant impact in our city centre. These advances and benefits will continue with new projects for 2025-30 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 from March 31, 2025:

- More than £1million 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 (more than £300,000 since 2020).
- Newport would lose ground with other BID locations such as Swansea, Cardiff and Bristol (there are more than 340 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 Countdown to Christmas and the Urban Beach would stop. The future of other events supported by the BID would be thrown into question
- Business utility savings would cease
- The ability to lobby and advocate specifically for city centre businesses on issues like crime & business rates would be lost
- No promotion of city centre businesses in the printed and digital media





WHEN WILL IT HAPPEN?

October 2024

You will receive official notification of the forthcoming ballot.
 You will also receive a copy of the 2025-30 Business Plan.
 The postal ballot opens on 31st October.
 You will have until November 28 to cast your vote.

31st October 2024

Postal ballot opens.

28th November 2024

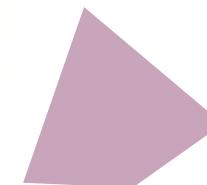
Postal ballot closes.

29th November 2024

Count takes place and result of ballot is announced.

1st April 2025

BID 3 goes live and the first Levy is collected.
 (In the event of a No vote, the BID will close on March 31, 2025, and all services will cease)



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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