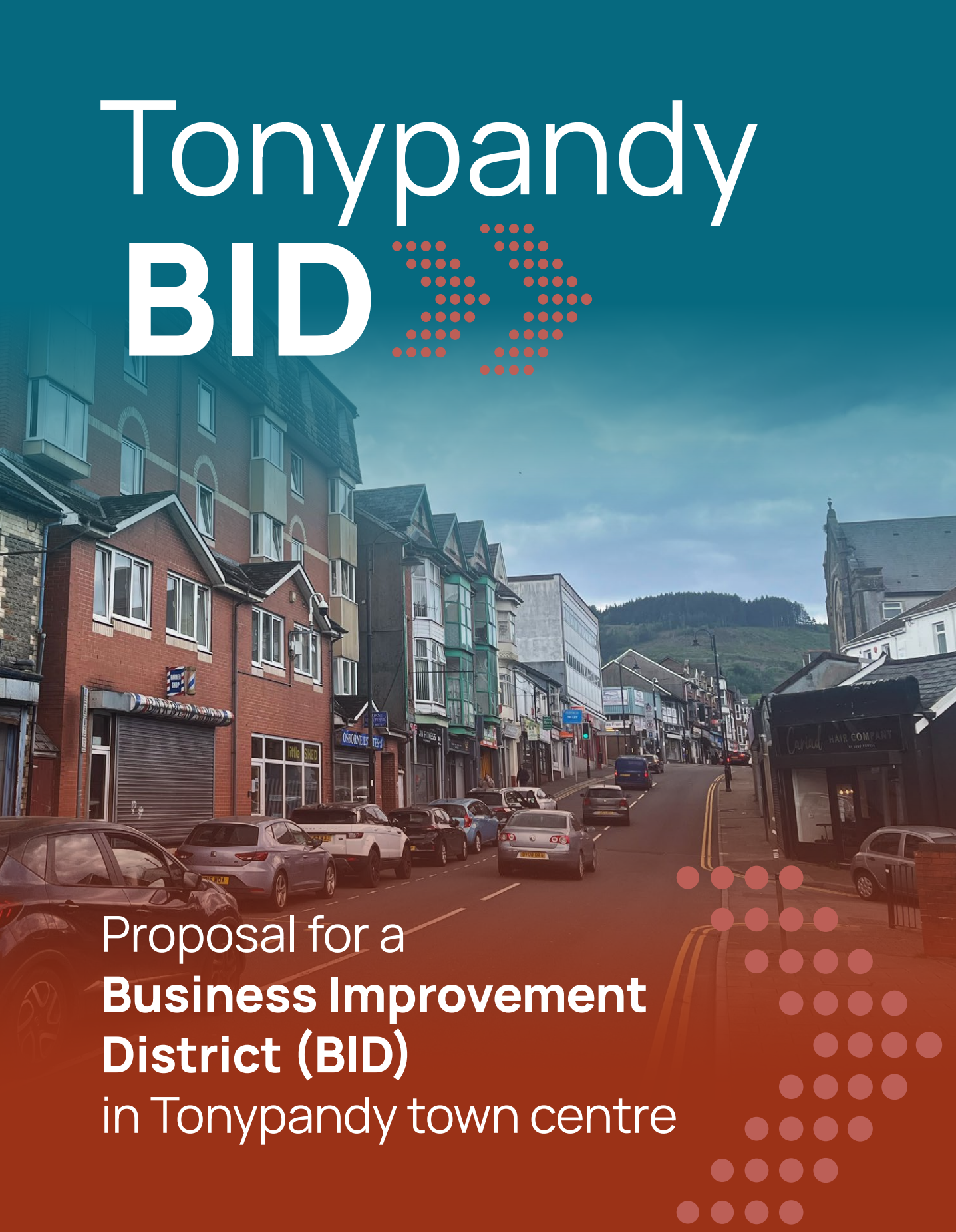
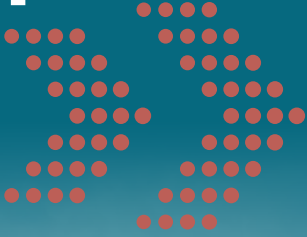


# Tonypandy BID



Proposal for a  
**Business Improvement  
District (BID)**  
in Tonypandy town centre

# Introduction



Tonypandy, like many town centres across the UK, has faced several challenges in recent years, such as a decline in footfall, the rise of online retail, and the departure of national and independent retailers from bricks and mortar premises.

Neighbouring towns are faring much better. Therefore, we believe the time has come for us to come together as a business community to shape our town's future. By working together, we feel we can make a real difference.

**We want to create a Business Improvement District (BID) in Tonypandy.** A BID is a business-led and funded initiative that invests resources into a defined area on matters that are priorities for our businesses.

**A BID would raise an investment pot of over £96,615 over five years from a levy of 2% of the rateable value of eligible businesses,** together with the opportunity to leverage in further grants and funding. The money will be spent on a targeted programme of projects chosen by our businesses.

We are proud to bring you this proposal for our town centre's future. We know it will help you confirm your support for the BID and **vote 'YES'** in the ballot which will take place in July.



The Tonypandy BID steering group



# Pledges

We have a unique opportunity to improve our town centre.

**With your YES vote, these changes could become a reality:**



- 1 Attracting people to town** through an events programme, effective marketing, and advertising.
- 2 Incentivise people to shop locally** with a loyalty scheme.
- 3 Work with other stakeholders to access funding and strengthen the voice of businesses** on matters that affect the town centre.
- 4 Encourage and support new businesses to open** in Tonypanyd and start trading successfully.
- 5 Encourage locals and visitors to explore the town centre** through a series of themed trails.
- 6 Link up with local attractions to encourage visitors to the area into the town centre and improve perceptions.**
- 7 Lobby local transport services to improve services to and from our town centre** and better promote our free parking offer.

## You need to vote YES for these changes to happen

Our programme pledges to deliver services above and beyond those currently provided by the borough council.

This commitment to going above and beyond is at the heart of how BIDs operate, and will be ensured by a baseline agreement between Tonypanyd BID and Rhondda Cynon Taf County Borough Council.

Tonypanyd BID will be run by a volunteer board of directors comprised of the local business community who will be supported by an employed part-time BID coordinator to deliver the programme set out in this proposal document.



# Marketing & promotion



**There's a lot on offer in Tonypanyd**, and not enough people are aware of the wonderful businesses in our town, so let's change that! Tonypanyd BID will develop a strong promotional foundation for our businesses to take advantage of and build on.

## Events:

The BID will work to enhance the current calendar of events on offer in the town centre, including promoting existing events such as the Friday Market and Christmas festivities. We will also ensure that any events benefit as much of the town centre as possible.

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## Social media:

Tonypanyd currently has a limited social media platform to take advantage of. The BID would develop a proactive and engaging social media strategy to promote our town centre and its businesses far and wide.

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## Advertising:

The BID would promote the town centre through a variety of traditional advertising campaigns. This would include taking advantage of advertising opportunities at the Clydach Vale Country Park and local cycling routes to encourage visitors into Tonypanyd town centre.

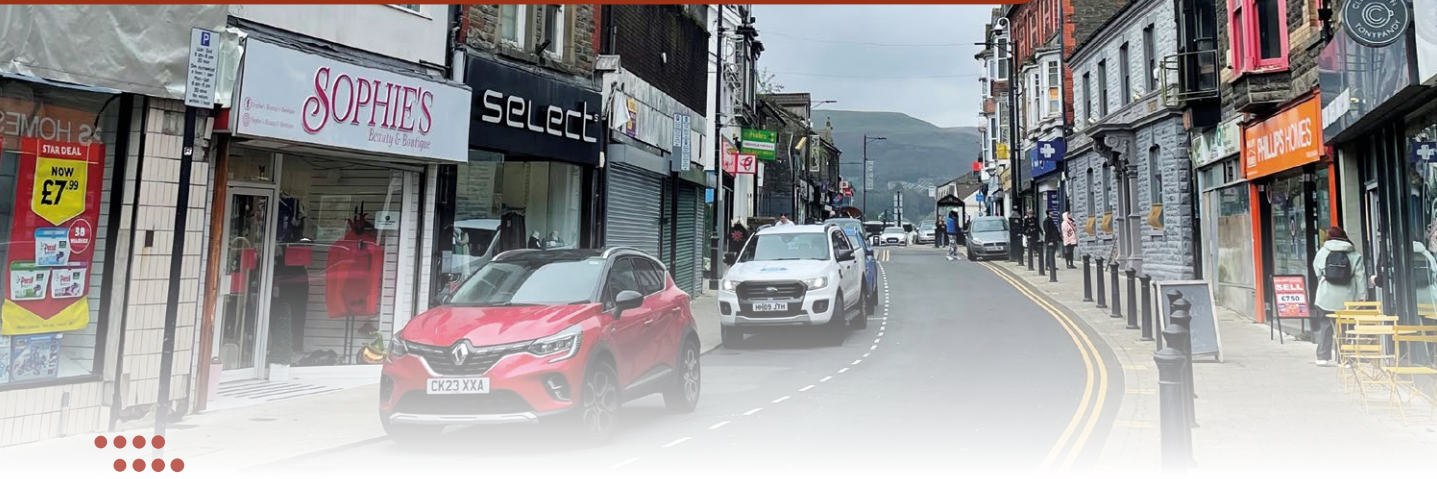
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## Loyalty card:

The BID would develop a loyalty card scheme to encourage people to spend more across businesses in the town centre.



# Communication & support



**Businesses are the lifeblood of any town centre.**

As well as improvements to our trading environment, Tonypanyd BID will ensure our existing businesses flourish and new ones are successful.

## Improving communication:

The BID would develop cohesive communication channels to ensure everyone in the town centre is kept in the loop about new developments in the town and any other relevant information. One form this could take is a monthly e-newsletter for businesses.

## Accessing funding:

The BID will be able to access various funding pots for the town centre that wouldn't otherwise be available for the town. Linking up with both the marketing and experience themes, we would look to access National Lottery Heritage Fund (to develop a heritage trail), event funding, and any more relevant opportunities. We would work with partner organisations to ensure all opportunities are exploited to the greatest possible extent.

## Support new business:

The BID will work to strengthen the town centre offer by encouraging a mix of uses and through offering support to new businesses that want to set up here. A thriving mix of successful new businesses will strengthen the offer for everyone.

## Strong voice:

The BID will provide a united voice for town centre businesses, enhancing collaboration with local authorities and regional partners including the Chamber of Trade and Beacon Cymru Group, amongst others.

# Experience & perception



Our town centre has faced challenges in public perception in recent years, much like other town centres – however, neighbouring towns have fared much better. We believe we can rectify this. Tonypanyd BID will **create a better experience for visitors** and change perceptions of our town centre.

## Safety:

The BID will create a safer environment by working with local stakeholders, such as the police, to tackle crime and anti-social behaviour in the town centre.

## Trails:

The BID will work to further develop several fun town centre trails to encourage people to engage with businesses as they explore the town. Themes could include Easter, Christmas, and summer activities, and could be run annually.

## Perceptions:

The BID will work to improve the reputation of our lovely town centre by changing the way locals and visitors view it. This would link up with our marketing and promotion theme. There's plenty in Tonypanyd to be proud of so let's share the pride we have in our town and let others see it too.

## Clydach Vale Country Park:

Also tying up with our marketing and promotion theme, the BID would work to develop links between the town centre and Clydach Vale to encourage more people to visit both attractions, creating a holistic, joined-up experience in the area.



# Access



We know access is a hot topic amongst businesses in Tonypanddy town centre. The BID will **actively advocate for access improvements**, and will strive to influence access policies in the town centre for the better.

## Transport:

The BID will lobby local transport services to improve services to and from our town centre, particularly to key commuter locations and visitor hotspots in the local area.

## Parking promotion:

Tonypanddy is one of the few town centres where parking is free of charge.

The BID will promote this perk more heavily in order to encourage more people to visit and shop in the town.



# The BID Area

The BID area would include the following streets and areas, either in whole or in part:

- Berw Road
- Bridge Street
- Brynhyfryd
- Church Street
- Compton Road
- Court Street
- De Winton Street
- Dunraven Street
- Ebenezer Road
- Eleanor Street
- Gelli Road
- Gilfach Road
- Llwynypia Road
- Post Office Row
- River View





# Financial breakdown



**Tonypanyd BID would generate an annual income of over £19,000.**

This would secure over £96,000 of investment into the town centre over the BID's five-year term. All levy income would be invested into the Tonypanyd BID area laid out on the opposite page.

Tonypanyd BID would supplement its levy by identifying and generating extra income through external funding opportunities and partnerships, thus drawing further investment into Tonypanyd town centre.



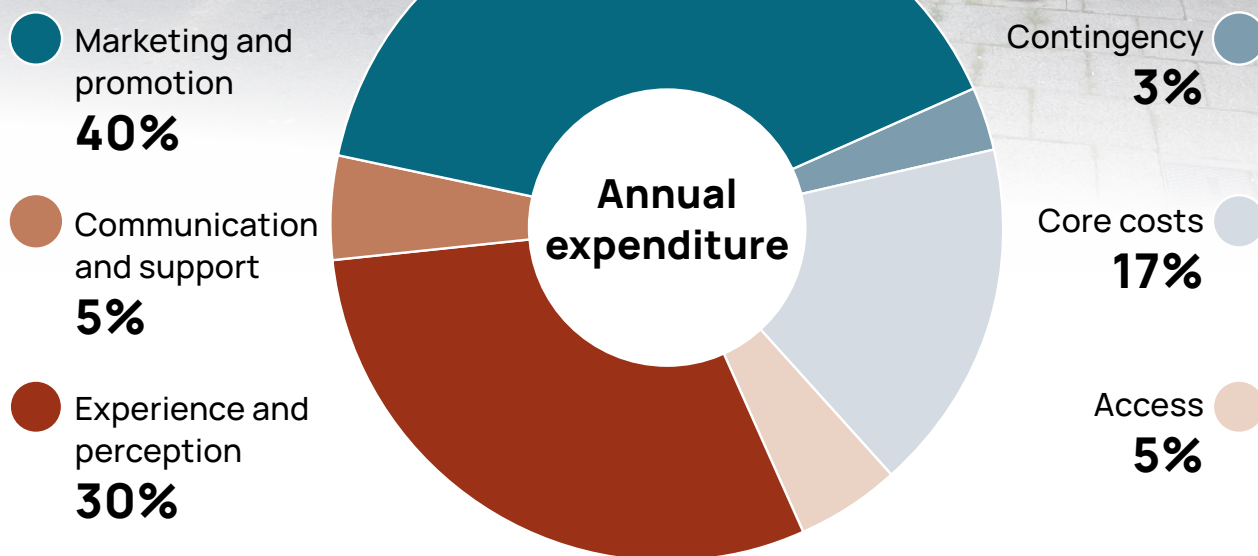
| Total yearly<br>BID income | Total five-year<br>BID income | Number of<br>contributors |
|----------------------------|-------------------------------|---------------------------|
| <b>£19,323</b>             | <b>£96,615</b>                | <b>81</b>                 |

The Tonypanyd BID business plan would be continually developed in conjunction with local businesses through a governance structure that encourages participation and collaboration.

Representatives from businesses would be invited to join the board of directors to help set strategic priorities, and feedback would be welcomed from businesses that do not have the capacity to join the board. This would ensure that the BID's programme is co-designed with the business community while also creating a culture of transparency and accountability.

# Investing in Tonypandy's future

**£96,615 will be  
invested over the  
five year BID term**



These budget allocations are indicative of the current priorities that have been developed by the steering group and the business community. The budget would be flexible to ensure that Tonypandy BID can take business feedback on board, as well as to allow responses to new opportunities and challenges throughout the five-year term.

Tonypandy BID will be run by a volunteer board of directors comprised of the local business community, who will employ a part-time BID coordinator to deliver the programme set out in this proposal document.



# Q&A

## What is a Business Improvement District?

A Business Improvement District (BID) is a business-led and -funded partnership where businesses within a defined area invest money together to make the improvements that they identify for their trading environment.

A BID is established through a democratic ballot process in which businesses in the defined geographic area vote in response to a BID proposal.

If a BID ballot is successful, then a BID company is set up to manage and operate the BID – this is an independent, non-profit organisation run by and for BID members. Each BID is funded through its own discrete BID levy, which is a small percentage of a business' rateable value. All services provided by a BID are additional to those delivered by the local authority.

There are now over 300 BIDs in the UK, with the closest to Tonypandy being Love Treorchy, Your Pontypridd, Our Aberdare, and the Big Heart of Merthyr Tydfil.

## How would Tonypandy BID be funded?

Tonypandy BID would be funded by a 2% levy on the rateable value of hereditaments (business units) within the defined BID boundary that have a rateable value of £5,000 or more, as of the notice of ballot date (5th June 2025).

This levy would raise a collective pot of £96,615 that would be invested into the town centre over the BID's five-year term.

| Total rateable value of area | Total yearly BID income | Total five-year BID income | Number of contributors |
|------------------------------|-------------------------|----------------------------|------------------------|
| <b>£966,150</b>              | <b>£19,323</b>          | <b>£96,615</b>             | <b>81</b>              |

The BID levy will apply to all eligible hereditaments within the BID area; this includes those owned by Rhondda Cynon Taf County Borough Council and other public bodies.

Businesses with a rateable value below £5,000 are not eligible to vote and are exempt from paying the levy, although they can contribute voluntarily.



# Q&A – Continued

## How much would I be liable to pay?

You can calculate what your annual BID levy would be by multiplying your rateable value by 0.02. A few examples are listed below.

| Total rateable value | Yearly contribution | Monthly contribution | Weekly contribution | Daily contribution |
|----------------------|---------------------|----------------------|---------------------|--------------------|
| £5,000               | £100                | £8.33                | £1.92               | £0.27              |
| £10,000              | £200                | £16.66               | £3.84               | £0.55              |
| £15,000              | £300                | £24.99               | £5.76               | £0.82              |

If the ballot is successful, the rateable values used to calculate BID levies would be fixed as of the notice of ballot date (5th June 2025) – any changes to your rateable value after this date would not affect your annual levy amount.

## How would the levy be collected?

The BID levy would be collected on an annual basis. Tonypanyd BID would commission the Council to collect the levy on its behalf; this would come as a separate bill to your business rates and other Council payments.

## Where would the money be spent?

BID funds can only be spent to improve the area in which they are raised, which means that Tonypanyd BID would only invest here in Tonypanyd town centre. Tonypanyd BID would have a baseline agreement with the Council which details the services that the Council currently delivers. Tonypanyd BID would be clear and transparent about how it spends its levy money. There will be regularly updated information about income and expenditure available to all members of the BID.

## How long would the BID last?

Tonypanyd BID would run for a five-year term until 2030. BID legislation requires all BIDs to return to their electorate for renewal at the end of each term; to continue to operate past 2030, Tonypanyd BID would need to hold a renewal ballot at the end of its term.





# How would the BID ensure its services don't duplicate or replace Council services?

Tonypandy BID would have a baseline agreement with the Council which details the services that are currently delivered by the Council. This baseline agreement ensures that all BID services would be in addition to Council services.

The baseline agreement would include public conveniences, street cleansing, highways maintenance, town centre management, car parks, CCTV, and licensing including taxis, alcohol, street trading, and late-night food. The BID would only provide services that go above and beyond those already provided by the Council; everything the BID delivers is designed to complement – not replace – existing Council services.

## How would Tonypandy BID operate?

In the result of a majority YES vote, Tonypandy BID would be established as an independent, not-for-profit company. This company would continue to be led by local businesses – a board of volunteer directors who represent the businesses in Tonypandy would meet to oversee specific projects in the programme's four main themes.

Members of the BID would be encouraged to get involved, whether through joining the board or by taking part in BID initiatives – whatever level of involvement suits you. BID members will be encouraged to shape decisions, whether through direct participation or regular feedback. The BID would look to hire a part-time manager to deliver its services. This person would be responsible for looking after the BID on behalf of the board of directors and BID businesses.

## How would the BID be governed?

Tonypandy BID would be a transparent body with several checks and balances in place. This would ensure that the company is open to scrutiny from its levy payers and the community in which it operates, maintaining its credibility and reputation. A steering group of committed business representatives has led this process so far. They have developed the key proposals in this document and have influenced the programme of improvements you are using to inform your vote.

If the BID ballot is successful, a board of representatives would be established with members drawn primarily from those who pay the BID levy. Members would be elected at an AGM, the first of which would be held within the BID's first year. All businesses that are eligible to vote and that pay the BID levy may become members of the company. Any member can stand for election to the board at any time. The directors of this board must be representative of the town centre and include a cross section of stakeholders from all sectors and sizes. All directors are volunteers and are not paid to take on the role.



# The ballot

Tonypandy BID can only be established after a successful ballot vote of eligible businesses in Tonypandy town centre.

In June 2025, all businesses within the BID boundary with a rateable value of £5,000 and above will receive a ballot paper in the post at the ratepayer's address. Ballot papers must be returned within a month, by 5pm on Thursday 17th July 2025.

To be successful, the BID ballot must pass on two majorities:

- A simple majority of those voting must be in favour
- The votes of those in favour must represent more than 50% of the total rateable value of the properties that vote

**If your business has a rateable value of £5,000 or more**, then you will be eligible to vote in the Tonypandy BID ballot and thus eligible to pay the BID levy if the ballot returns a majority YES vote. If you're receiving this proposal document in the post, then you are eligible to vote in the ballot.

## Proxy votes

You have until Monday 7th July to nominate a proxy to cast your vote on your behalf. If you have received this document in the post, then you will have received a proxy nomination form enclosed in the same envelope.

## Replacement ballot papers

If you misplace your ballot paper, please contact us for information on how to obtain a replacement:

 [mandy.jenkins@themeans.co.uk](mailto:mandy.jenkins@themeans.co.uk)

 **07803 503972**

**Replacement papers can be sent out from Friday 11th July.**

The BID ballot is administered by UK Engage on behalf of Rhondda Cynon Taf County Borough Council. It is arranged in line with rules set out in the Business Improvement Districts (Wales) Regulations 2005.





# Key dates

1

## •• Thursday 5th June 2025 – Notice of ballot

You'll receive an information pack about the upcoming ballot, including a copy of this proposal document.

2

## •• Thursday 19th June 2025 – Ballot opens

Please look out for your ballot paper in the mail. The vote will mostly be carried out via post – a pre-paid envelope will be included for you to return your vote. If you lose your ballot paper or if it doesn't arrive, please get in touch as soon as possible.

3

## •• Thursday 17th July 2025 – Ballot closes at 5pm

Be sure to have your say – every vote counts! A ballot box will be available in Tonypany Library on this day to ensure any last-minute votes can be cast on time and counted.

4

## •• Friday 18th July 2025 – Result expected

The result will be announced as soon as all votes have been counted and verified.

5

## •• Wednesday 1st October 2025 – BID goes live

The BID begins its first term if a majority yes vote is achieved.



If you have a question we haven't answered in this proposal, or if you would like to make a difference in Tonypandy, we'd love to hear from you.

## Contact us



[mandy.jenkins@themeans.co.uk](mailto:mandy.jenkins@themeans.co.uk)



07803 503972

This proposal is available in Welsh upon request.

We believe in Tonypandy's potential – and with your support, we can unlock it.

**Let's build a brighter future together!**

[www.tonypandybid.com](http://www.tonypandybid.com)

**themeans**