

FROM BRIDGEND BID STEERING GROUP

07/11/2014

Dear Business,

RE: Bidding for Bridgend

**Thursday 20th November 2014, 5.30pm, Carnegie House (the old library building),
Wyndham St**

On behalf of myself and the Bridgend BID Steering Group, I would like to invite you, together with all other Bridgend town centre businesses, to our **Bidding for Bridgend** event; this is an **IMPORTANT** event and will provide an opportunity for you to hear and ask questions about the proposed Business Improvement District (BID) for Bridgend Town Centre.

Businesses in Bridgend are considering the prospect of establishing a new not-for-profit company to support and promote our town centre.

Business Improvement Districts (BIDs) have been established in over 180 locations across the UK. BIDs are seen as a successful mechanism from which businesses can raise revenue for funding local business responses to local problems.

BIDs are business-led and business funded; formed to improve a defined commercial area.

A BID can only be formed following consultation and a ballot, which has resulted in businesses voting in favour of a BID proposal.

If a ballot is successful, it is then managed and operated by a BID Company – a non-profit company run by and for its members, (the balloting businesses) – and is funded through the BID levy, which is a small percentage of a businesses' rateable value, that has been ring-fenced solely for the purposes of the BID company.

The meeting will encompass a presentation from The Means, our BID consultants and a Q&A session.

If voted in, a BID for Bridgend will impact on every business in the town centre. It is very important that all businesses in the town centre understand the BID process and so we, the BID Steering Group, encourage you to attend the event as well as to kindly ensuring other businesses around you are also aware.

Yours sincerely,

Rotimi Adegoke

Chair for BID Steering Group meetings

www.bridgendbid.com

PLEASE RSVP to laura.smith@themeans.co.uk, or call Tom Evans on 07803 503 973, by 18th November 2014