



YOUR
PONTYPRIDD

**BID
PROPOSALS**

2026-2031



INTRODUCTION AND MAKE UP OF BOARD

Your Pontypridd Business Improvement District is at the end of its tenth year, and end of a second term. The BID continues to provide a strong voice representing businesses in Pontypridd and has become one of the strongest stakeholders shaping the future of the town – benefitting businesses and creating a better environment for visitors, residents and staff.

From now until 2031, we plan to continue and expand our existing initiatives and identify projects and schemes that will benefit our town centre as we move into a post-covid world and business environment. Please vote YES to allow us to continue having an important influence on the future of the town and build on the incredibly supportive business environment that has been established over the past ten years. We are also through our expansion, looking to build a relationship between the out-of-town businesses and main town centre area to create a larger, cohesive and stronger Pontypridd Business Improvement District area.

OUR BOARD

Chair – Nigel John, Pontypridd Market Company (Market Street)

Jayne Coleman – Martha's Homestore (Mill Street)

Gareth Pugh – Ffaiith Marketing (Market Street)

Richard Metcalfe – Cortile Coffee (Taff Street)

Sian John – Alfreds Bar and Grill (Market Street)

Dave Williams – Reel Minds (Market Street)

Hannah Emberson-Marl – The Tumble Inn, Wetherspoons (Broadway)

Enrico Orsi – Zucco's (Mill Street)

Gaynor Wood - Sugar and Spice (Pontypridd Market/Church Street)

Becky Davies – Community Representative

LOCAL AUTHORITY REPRESENTATIVES (Non-voting)

Darren Notley, Project Lead for Town Centres, Rhondda Cynon Taf County Borough Council

Liane Burden, Town Centres Team, Rhondda Cynon Taf County Borough Council

Cllr Lynda Davies, Leader, Pontypridd Town Council

Tony Graham, Chief Executive Officer, Pontypridd Town Council

PROMOTING PONTYPRIDD

The Results!

Your Pontypridd has been active in delivering and supporting many events across the BID area in our second term including:

- Funtastic Fridays (2023 & 2024)
- Christmas Festive Town Takeover (2024 onwards)
- Christmas Nutcracker Trail (2023)
- Dementia Friendly Pontypridd
- Love Your Local Market
- The Haunted Ghost Market Tour (2024)
- Pontypridd Town Council's Summer Fun Day (2022 & 2023)
- Independents Day UK
- Pontypridd Christmas Lights Switch on (up until 2023)
- National Eisteddfod of Wales (2024)
- Christmas Grotto in partnership with Town Council
- Christmas Window Competition
- University of South Wales Creative and Therapeutic Arts Year 3's End of Year show
- Gwyl Morfydd Owen Lampshade Trail



REGULAR MARKETING CAMPAIGNS

Working with a local marketing agency, Ffaih Marketing - we have developed several marketing campaigns in the second term to mention here:

- New developments in the town
- New businesses opening
- Night-time economy
- Events
- Highlighting projects (for example Shopfront Grant)

We achieved a total reach of 180,000 across all the campaigns



SOCIAL MEDIA

FACEBOOK AND INSTAGRAM BREAKDOWN

1st Jan 2025 – 28th October 2025

 **3 MILLION VIEWS**
 **347.5K REACH**
 **INTERACTIONS 23.8K**

 **CURRENTLY 9.4K FOLLOWERS ON FACEBOOK**
 **2.8K FOLLOWERS ON INSTAGRAM**

Our social media success has led to over 10 businesses taking up voluntary membership of Your Pontypridd BID and we plan to increase this number in the new term.

A WELCOMING PONTYPRIDD

The Results!

Working in partnership with Pontypridd Town Council on the Ponty In Bloom Project (2024 onwards) we have added colour and nature to the streets in the town, including planters at the train station and near the bus station, and adding new troughs and hanging baskets to Catherine Street, Morgan Street, Market Street and Gelliwastad Road.



“Always very good communication from the BID team, especially James, always willing to discuss any town matters. The town also looks great, lots of flowers, and the streets are usually very clean”

ROBIN JAMES

(James Mobility and Furniture)

“Pontypridd Town is attracting more visitors and looks good to those visitors. More attractive than neighbouring towns”

IAN REES

(Hoskins Johnson)

WELCOMING VISITORS TO THE NATIONAL EISTEDDFOD 2024

Your Pontypridd BID solely funded decorations to welcome the tens of thousands of visitors to the town for the week-long National Eisteddfod in August 2024. Working with Ollywood we developed a package of signage, bunting and shapes to create an Eisteddfod theme both around the town and in the key entry/exit points.

During the Eisteddfod week, we also had a promotional stall near the entrance to the town, where we distributed over 15,000 copies of maps highlighting both the Food & Drink businesses in the town and all the independent businesses. This was a major contributor to multiple businesses reporting record sales during the week, particularly food and drink/hospitality.

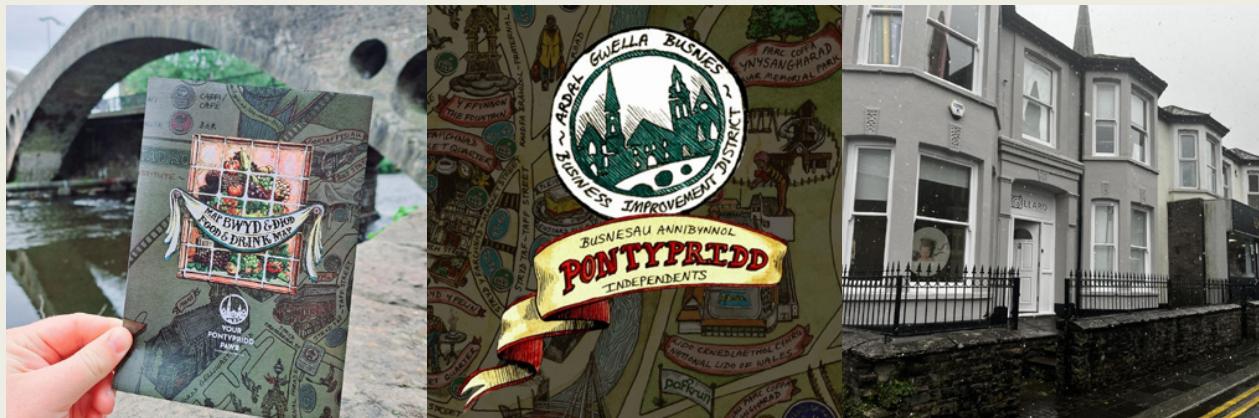
In partnership with the National Eisteddfod, we also funded a 'Harddu' competition for businesses to decorate their shopfronts in preparation for the event. Judges for the competition included the Chair for the National Eisteddfod and this gained media coverage with ITV and S4C.



WAYFINDING STRATEGY

Working with wayfinding specialists JD Design and in partnership with Rhondda Cynon Taf County Borough Council and Pontypridd Town Council, Your Pontypridd commissioned a wayfinding strategy. The process involved interacting with various community groups and businesses and the strategy resulted in 38 interventions to improving wayfinding in Pontypridd and the creation of a new wayfinding map. We plan to implement many of the interventions/recommendations in an extended BID area.

The strategy also led to immediate results including new 'welcoming' signs at three entry points to the town centre in 2024.



In 2023, Your Pontypridd launched a trial Shopfront Grant, which saw 22 successful applications. Following the success of the trial, Rhondda Cynon Taf County Borough Council added Pontypridd to the list of towns eligible for their Town Centre Minor Improvements Grant which allows levy payers to now apply for up to £2,000 and 75% towards to the cost of their shopfront project.

Your Pontypridd has also targeted short- and long-term empty properties, engaging with the owners to improve their shopfronts or to help to advertise their properties. Pontypridd continues to have one of the lowest vacancy rates in Wales.



A SAFER PONTYPRIDD

The Results!



Working in partnership with Our Aberdare and We Love Merthyr BID's we fund the Rhondda Cynon Taf and Merthyr Business Crime Reduction Partnership, which employs a BCRP Co-ordinator that administers the monthly Pubwatch and Shopwatch meetings. Levy payers have free membership of the Business Crime Reduction Partnership, giving them access to the Litorallis DISC app where reports are submitted. During meetings incidents are cross referenced with South Wales Police, before Pubwatch and Members have the opportunity to issue an exclusion notice to an individual / group of individuals who are involved in incidents in the town centre.

In 2022, Pontypridd Pubwatch received the 'Highly Commended' award at the National Pubwatch Awards in the House of Lords and continues to have a strong attendance every month.



ADDITIONAL CCTV, RADIOS, DEFIBRILLATORS AND FUNDING FOR GRAB BAGS

Throughout our second term we have funded an additional twelve RadioNet radios in key areas of the town centre, to reduce any blind spots across the BID area and improve communication with the Police and local authority's CCTV department.

In response to several ASB incidents, Your Pontypridd in partnership with the local Neighbourhood Watch and Town Council, funded a CCTV camera in the foyer of Pontypridd Bus Station. The camera is also connected to the local authority's CCTV system and is now monitored 24/7 after previously being a blind spot.

Working with the local Policing team, Your Pontypridd successfully applied for two brand new defibrillators. The BID, in partnership with Pontypridd Town Council, Pontypridd Neighbourhood Watch, Specsavers Pontypridd and Westmore Insure, funded the installation and running costs of two outdoor cabinets to allow the new defibrillators to be accessible to emergency services 24/7.

Your Pontypridd has also contributed funding to the Neighbourhood Watch's Grab Bags project. These grab bags are available in over ten businesses across the town, and are available for emergencies, whilst businesses or members of the public are waiting for emergency services to arrive. The funding paid for first aid materials, foil blankets, blankets, plasters and other essentials to provide an immediate response to any medical emergencies in the town. They have proven to be very effective and are very well-used.



DEVELOPING STRATEGY

Your Pontypridd continues to be the first point of contact for interested businesses/entrepreneurs who are looking to set up in the town and have queries around rates and grant support available.

We have regularly attended meetings with both the County and Town Council to develop strategies in partnership for the future, including the 'Pontypridd Creative Partnership' which brings together key stakeholders involved in bringing arts, culture and events to the town. We also meet regularly with the other BIDs in Wales to share best practice and work collectively to lobby Welsh Government on a national level.

Your Pontypridd's close relationship and partnership work with Rhondda Cynon Taf County Borough Council was also a major factor in Pontypridd receiving the 'Wales Champion Town Award' from VISA in partnership with the British Retail Consortium in March 2023. As a result of winning the award, the town received £20,000 for community initiatives.

Your Pontypridd has also successfully sourced nearly £60,000 of grant funding in addition to monies generated through the BID levy over the duration of the second term.



"We're so grateful to Your Pontypridd for their ongoing support of local businesses like ours. Their funding contribution has helped us invest in a beautiful new salon sign, something that's made such a difference to our visibility and brand presence in the town.

Beyond financial help, Your Pontypridd are always working behind the scenes to make the town centre a more vibrant and welcoming place. They regularly champion local businesses, organise community events, and bring life and pride back into Pontypridd.

It's great to know we have a team genuinely dedicated to helping independent businesses grow and thrive. Thank you for everything you do for the town and its traders!"

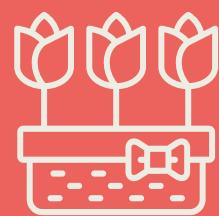
MOLLY MORETON
(Heavenly Brows)

PLANNING FOR 2026-2031 WHAT YOU TOLD US?

YOUR HIGHEST PRIORITIES FOR A THIRD TERM ARE:

- Town Centre events
- Supporting existing events
- Social media advertising
- Tackling empty shops
- Funding to improve business properties
- Pop-up shop opportunities
- Tackling shoplifting
- Crime Reduction Partnership
- Better communication with Police and wardens

THEMES FOR OUR THIRD TERM



1.

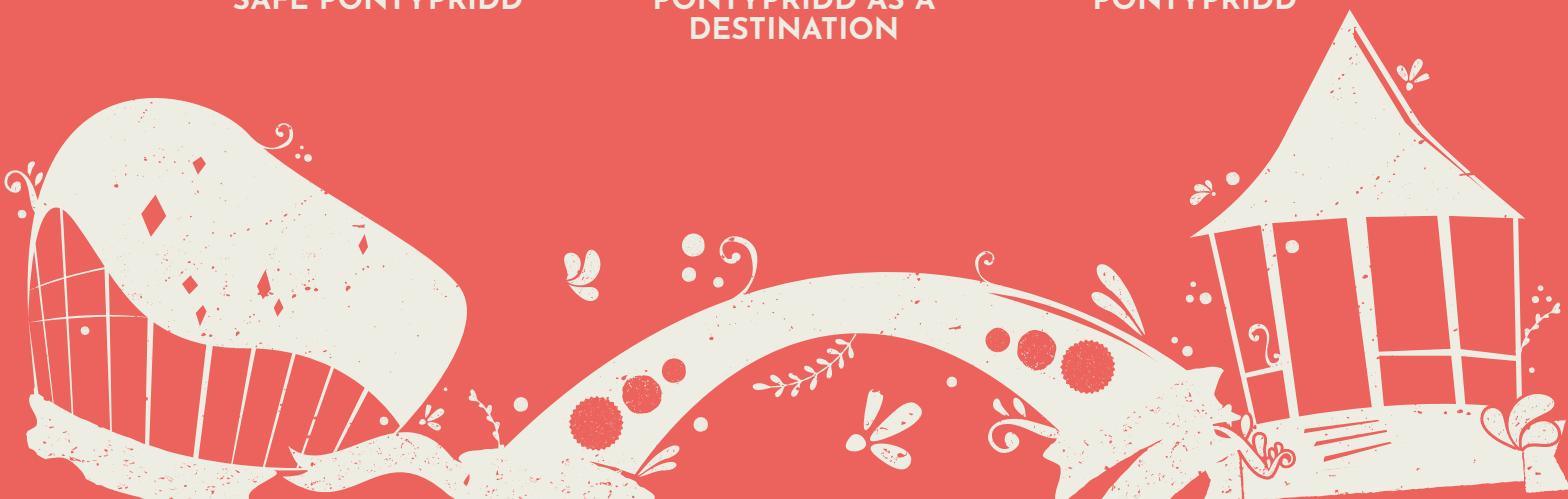
2.

3.

CREATING AND
MAINTAINING A
SAFE PONTYPRIDD

MARKETING AND
PROMOTING
PONTYPRIDD AS A
DESTINATION

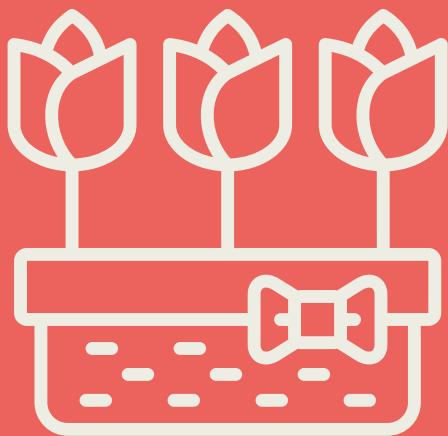
CREATING AN
ATTRACTIVE
PONTYPRIDD





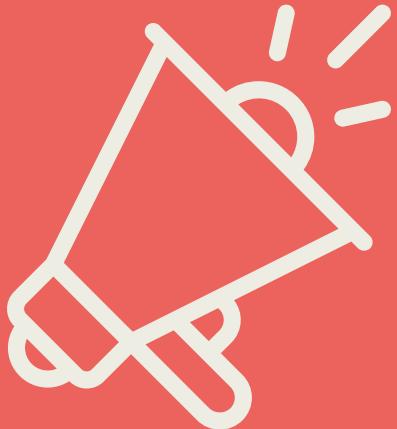
CREATING AND MAINTAINING A Safe Pontypridd

1. Continue to work on campaigns and operations with the local Policing Team and Community Wardens to tackle anti-social behaviour issues and create a more welcoming environment for shoppers.
2. Continue our funding towards the RCT & Merthyr Business Crime Reduction Partnership to continue the Shopwatch and Pubwatch schemes and allow access to the Litorallis DISC app for levy payers in existing and expanded BID area.
3. Explore regular 'Ask for Angela' training for night-time economy businesses
4. Increase the number of RadioNet users in an expanded BID area to improve communication between shops inside and on the outskirts of the town
5. Asking South Wales Police for weekly updates on what officers are in town working and their hours
6. Identify opportunities for better CCTV coverage in the BID area, targeting blind spots similar to the Bus Station CCTV project in the second term.
7. Continue working closely with the Local Policing Team and local Neighbourhood Watch to respond to local issues and identify interventions and any training required for staff.
8. Continue lobbying for re-location of Probation and Hostel services from the BID area
9. Continue lobbying for funding for stronger flood defences to help protect the most vulnerable streets and businesses in BID area



A MORE Attractive Pontypridd

1. Assist levy payers with applications for the Town Centre Minor Improvements Grant and other grants available to them.
2. Continue working with Rhondda Cynon Taf County Borough Council to ensure that the baseline agreements are met and will, where required, assist in raising standards further, with regards to signage, litter, rapid response street cleaning, highway maintenance and graffiti removal across the current and expanded BID area.
3. Continue funding any permit fees for BID members who want to apply to have street café furniture outside their premises, encouraging a food & drink culture in the town
4. Lobby the local authority to allow for scope for permanent seating/outdoor structures to be developed, with grant support to enhance the look and feel in the town and create a better experience for residents and visitors.
5. Work closely with landlords and agents to identify funding to improve shop frontages and assist with interested businesses. The BID has established itself as the main point of contact for any interested businesses/entrepreneurs seeking more information about property and opportunities in the town. Interested businesses and businesses established in the town who want to expand can arrange face to face meetings with the BID Manager to discuss options and support.
6. Working with landlords and the local authority to identify areas that can be 'beautified' through public art such as the Market Street mural and partnership activities with University of South Wales Creative and Therapeutic Arts course.



PROMOTING PONTYPRIDD AS A *Destination*

1. Design and install a new Pontypridd sign near the 'Unity' sculpture capturing the heavy traffic on the A470 and coming onto Broadway Interchange
2. Lobbying RCTCBC for free parking in car parks on Mondays and Tuesdays and reducing the maximum stay in short stay car parks to three hours, to encourage more frequent use of spaces in the most convenient car park
3. Identify funding streams to help towards a new package of signage in the BID area, updating the currently outdated tourism signage across key sites in the town – bus station, train station, Gas Lane car park, Llys Cadwyn
4. Identify areas for 'Pontypridd Notice Boards' to be installed for displaying information about regular events and activities in the town
5. Adding new events at popular times of the year in addition to the annual Festive Town Takeover and working with the Pontypridd Creative Partnership to support other events in the town.
6. Continue to build our social media reach (currently 9500 followers on Facebook, 2800 followers on Instagram) and explore new channels such as YouTube, TikTok.
7. Establish a new 'What's on in Pontypridd' platform to promote all the town's events, activities, art and culture.

WHAT WILL BE LOST IF THE BID IS NOT RENEWED?



OVER
£582,000
OF INVESTMENT WOULD BE
LOST FROM THE LOCAL AREA
OVER THE NEXT FIVE YEARS



AN ORGANISED BUSINESS VOICE TO REPRESENT
MEMBERS ON LOCAL AND NATIONAL ISSUES
AFFECTING THE BID AREA AND WORKING IN
PARTNERSHIP WITH THE LOCAL AUTHORITIES &
OTHER KEY STAKEHOLDERS ON THE BUSINESS'S
BEHALF WILL BE LOST.



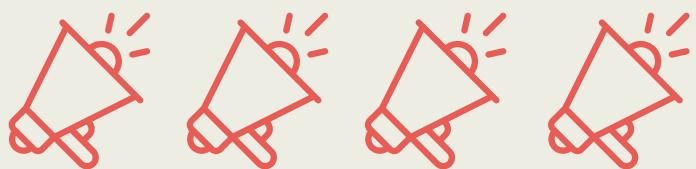
A BUSINESS VOICE IN LOCAL CRIME
MATTERS. LOSS OF FREE MEMBERSHIP
OF THE BUSINESS CRIME REDUCTION
PARTNERSHIP WILL ALSO BE LOST.



BUSINESS SUPPORT ON KEY
ISSUES SUCH AS BUSINESS
RATES, GRANTS, FUNDING
OPPORTUNITIES, TRAINING
WILL BE LOST



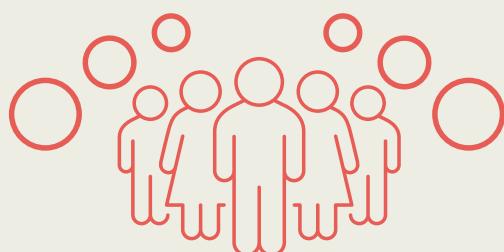
NO-ONE TO KEEP
YOU INFORMED
ABOUT MAJOR
DEVELOPMENTS
AND TO LOBBY
ON YOUR BEHALF



NO TOWN CENTRE PROMOTIONS AND INITIATIVES
DESIGNED TO INCREASE FOOTFALL AND LOCAL SPEND



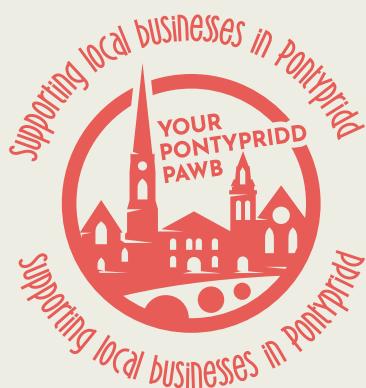
NO AREA PROMOTION ON
FACEBOOK AND INSTAGRAM



NO SOCIAL MEDIA SUPPORT FOR BID MEMBERS



NO MORE DEDICATED
BID TEAM ON HAND TO
SUPPORT BUSINESSES
WITH DAY-TO-DAY ISSUES



FINANCIAL BREAKDOWN

Over the third 5-year BID term, Your Pontypridd will invest £582,465 back into the BID area (£116,493 per annum). In addition, Your Pontypridd will seek additional external funding (in the second term we managed to bring in nearly £60,000 in additional funding).

THEME (2026-2031)	YEARLY PERCENTAGE OF BID INCOME	OVERALL AMOUNT (OVER DURATION OF BID TERM)	YEARLY THEME ALLOCATION
CREATING AND MAINTAINING A SAFE PONTYPRIDD	15%	£87,369	£17,473
A MORE ATTRACTIVE PONTYPRIDD	20%	£116,493	£23,298
PROMOTING PONTYPRIDD	24%	£139,791	£27,958
DIRECT SUPPORT AND FUNDING FOR BUSINESSES AND OPERATING COSTS	30%	£174,739	£34,947
CONTINGENCY	11%	£64,071	£12,814

- Costings of individual projects will be reported to the Board at meetings by the BID Manager
- Major variations (up to 20% of a theme allocation) must be put to the Board to review before being implemented
- Any variation over 20% of a theme allocation must be put to members at the BID's AGM for approval.

WORKING OUT YOUR BID LEVY

EXAMPLE RATEABLE VALUE	EXAMPLE BID LEVY BILL FOR ONE FINANCIAL YEAR (AT 1.4%)	COST PER DAY
7,000	£98	£0.26
10,000	£140	£0.38
12,500	£175.13	£0.47
15,000	£210	£0.57
20,000	£280	£0.76
30,000	£420	£1.15
60,000	£840	£2.30
100,000	£1,400	£3.83
250,000	£3,500	£9.58
500,000	£7,000	£19.17
1,000,000	£14,000	£38.35

BID LEVY RATE, RULES, AND ARRANGEMENTS

LEVY RATE

The levy rate for Your Pontypridd first and second terms was fixed at 1.25% of a property's rateable value. For the third term we have made the difficult decision to increase the levy rate to 1.4% due to fluctuating rateable values figures across the BID area.

LEVY RULES

1. The BID levy rate will be charged at 1.4% of the rateable value as at 1st April 2026 based on the 2023 rating list.
2. All new hereditaments entering the rating list after this date will be charged on the prevailing values
3. The levy will be charged annually, starting on 1st April 2026. Businesses that begin to occupy existing eligible BID hereditaments during the five-year period will be liable to pay the levy for their period of occupation, providing the hereditament remains eligible for BID membership. The BID levy will also be extended to hereditaments built or first occupied in the BID area during the life of the BID, assuming that they are otherwise eligible.
4. For each subsequent chargeable year, the levy will be charged on 1st April based on the 2023 rating list values at that time.
5. The levy may rise annually during the life of the BID in line with inflation, and at the discretion of the BID Board. The increase for any year may not exceed the published annual Consumer Prices Index or the annual Retail Prices Index (whichever is the higher) at the end of the month of September in the preceding financial year.
6. The BID levy will be applied to all businesses within the defined area with a rateable value £7,000 and above, provided they are listed on the National Non-Domestic Rates list as provided by RCTCBC
7. Businesses who meet the criteria outlined above and who are located on the streets listed in the business plan will be included in the BID area and therefore will be legally required to pay the BID levy, if the ballot is successful
8. Registered charities in receipt of mandatory and discretionary rate relief according to the Non-Domestic Rates list, will be liable for the BID levy, except for those listed as 'office and premises'. For clarity this exempts from liability organisations occupying premises that are not involved directly in selling goods and services for consumption from the premises.
9. Vacant properties, or those undergoing refurbishment or being demolished, will be liable to pay the BID levy by the registered business ratepayer, who may be the property owner. In this event, the registered business ratepayer will be entitled to vote in the BID ballot.
10. Collection and enforcement regulations will be in line with those applied to Non-Domestic business rates, with the Board of Directors being responsible for acknowledging any debt write-off.
11. RCTCBC or their appointed agent are the only authorised bodies able to collect the BID levy on behalf of the BID company
12. VAT will not be charged on the BID levy
13. Businesses with a rateable value of less than £7,000 may have the opportunity to opt into the Your Pontypridd BID by contributing on a voluntary basis at a rate to be agreed by the board. Voluntary BID levy payers will not be entitled to vote in the BID ballot.
14. The term of the BID will be five years from 1st April 2026-31st March 2031.

ALTERATION OF THE BID ARRANGEMENTS

BID arrangements may be altered without an alteration ballot, as long as there is no proposal to alter:

The geographical area of the BID

The BID levy in such a way would:

1. Cause any person to be liable to pay the BID levy who was not previously liable to pay; or
2. increase the BID levy for any person other than for inflation purposes as set out above.

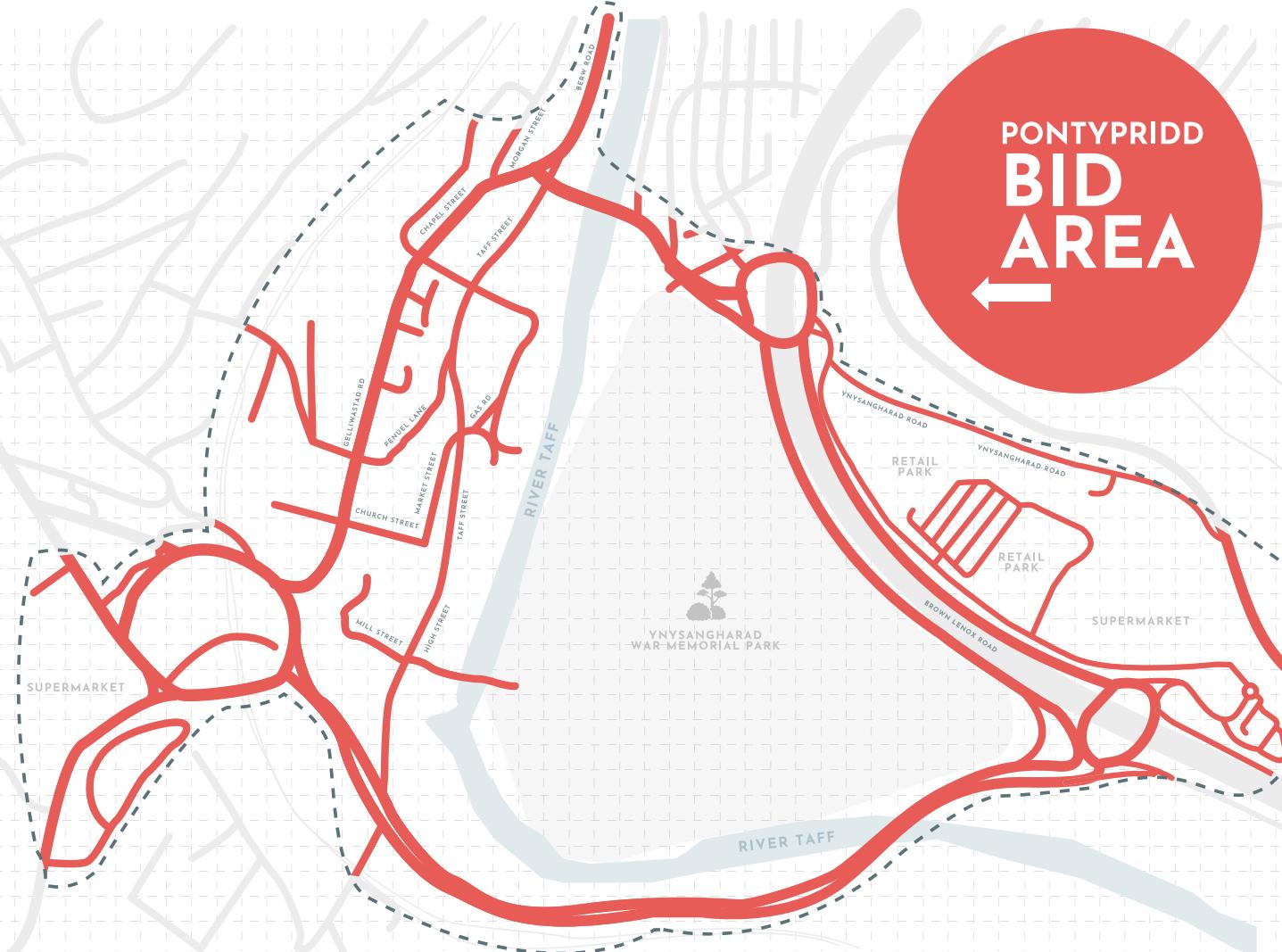
Where BID arrangements may be altered without an alteration ballot, the alteration will be made by a decision of the Your Pontypridd BID board, following consultation with RCTCBC.

The billing authority shall ensure the BID arrangements (as altered) are in place by the time those BID arrangements (as altered) are due to come into force and shall send a notice explaining the reason for and the effect of the alteration to each person liable for the BID levy.

BID RULES AND GOVERNANCE

- In the event of a successful renewal ballot, Your Pontypridd's third term will be five years in duration – it will start on April 1st 2026 and run until March 31st, 2031.
- The management and governance of the BID will be open and transparent and will be accountable to all levy payers
- Your Pontypridd Ltd operates as a company limited by guarantee and has a voluntary board of directors and currently has one member of staff.
- The Board is responsible for the strategic and financial management of the BID. It is the responsibility of the Board of Directors to ensure good management of the BID.
- The board will meet on a bi-monthly basis (as a minimum) to review strategy and consider recommendations from the BID Manager and to agree to any decisions on behalf of the BID company.
- The make-up of the board will reflect the sector breakdown of the BID levy paying businesses across the town centre, including both national and independent business representation.
- The BID will continue to produce a set of annual accounts made available to all BID levy paying businesses.
- The BID will enter into legal agreements with Rhondda Cynon Taf County Borough Council.
- Baseline agreement – this agreement sets out the minimum service standards to be delivered by RCTCBC.
- Operating agreement – this agreement is between the BID and RCTCBC which defines the contractual arrangements for the collection and enforcement of the BID levy collection, this will be carried out by RCTCBC on behalf of the BID. This contractual relationship is in line with the requirements of BID legislation.

PONTYPRIDD BID AREA



THE BID AREA INCLUDES THE FOLLOWING STREETS, EITHER IN WHOLE OR IN PART:

- Taff Street
- Market Street
- Church Street
- Penuel Lane
- Berw Road (up to Eglwysbach Surgery)
- Morgan Street (up to Pontypridd Bus Station)
- Mill Street
- Upper Church Street
- Library Road (up to former Library)
- Gelliwastad Road
- Gas Road
- Llys Cadwyn
- Sardis Road (up to Sardis Road Car Park)
- Rhondda Road (up to Lidl)
- Catherine Street
- High Street (up to Kebab King)
- Pontypridd Train Station
- Broadway (up to Broadway Interchange)
- Brown Lennox Road (including Brown Lennox Retail Park)
- Ynysangharad Road (up to The Bunch of Grapes and Sainsburys Supermarket)
- Llanover Street
- Bridge Street
- Ceridwen Terrace
- Chapel Street
- Crossbrook Street
- Fraternal Parade
- Temperance Place

MAKE IT HAPPEN

Vote 'yes' in February 2026!

The ballot is your chance to secure Your Pontypridd BID's future and make these proposals a reality. A 'YES' vote is a vote to maintain a representative business body working for the betterment of your business and the area.

In order for the ballot to be successful, a simple majority of those voting must vote in favour. Their votes must also represent a majority of the aggregate rateable value of the properties that vote.

TIMESCALES: WHAT'S TO COME?

The ballot is scheduled for Thursday 26th February 2026 and ballot papers will be received by post on Thursday January 29th, 2026, at the ratepayers address according to the non-domestic rates list. You will have 28 days to cast your vote. If you would like to appoint someone to vote on your behalf, you will need to fill out a proxy form, and a new ballot paper will be issued to you. In the final week of the ballot, there will also be a ballot box based in Pontypridd Library where businesses can vote, if you do not have enough time to send your vote back in the post.

Thursday 8th January 2026 – Publication of Notice of Ballot and BID Proposals despatched to voters/businesses

Thursday 29th January 2026 – you will receive a voting pack about the upcoming vote, with your ballot paper enclosed

Monday 16th February 2026 – latest date to appoint proxy by 5pm

Saturday 21st February 2026 – latest date to cancel proxy by 5pm

Thursday 26th February 2026 at 5pm – Ballot will close

Friday 27th February – issue of result by 5pm

April 1st 2026 – a new Your Pontypridd BID term will begin if a successful ballot has been achieved.

Contact Us

We would love to hear from you! Get in touch with the Your Pontypridd BID Manager to:

1. Ask any questions or raise any concerns
2. Get more involved in the process and provide feedback

James Payne

BID Manager

Email: james@yourpontypridd.co.uk

Mobile: 07771 670212