

Newsletter

March
2019

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Our Third Year

Well, what an exciting third year it has been for Colwyn Business Improvement District. Some of our highlights include our well attended events such as the Colwyn Forties Festival which brought in 25k visitors to the Bay of Colwyn, the first ever Rhos on Sea Pirate Weekend which was extremely popular and our Christmas event, Colwyn Winter Wonderland.

We have also supported numerous other events throughout the year which include the Rhos on Sea Summer Gala, World Shore Angling Championships, Stand Up at the Seaside Christmas Special, the first ever Old Colwyn Christmas Markets, Rhos on Sea Christmas and the Mochdre Easter Fete 2019. These events have raised the profile of the Bay of Colwyn as a great event destination and we do hope the retailers have taken advantage of the extra footfall!

Notice of Annual General Meeting 2019

Wednesday 11th September 2019 at Theatre Colwyn in Colwyn Bay. Forms to be submitted by Friday 23rd August 2019

Colwyn Forties Festival

In April 2018 we organised the largest Colwyn Forties Festival to date with the event extending into Rhos on Sea. Sponsorship was received from the Bay of Colwyn Town Council and Conwy County Borough Council. The event attracted over 25k people over the weekend with the sunshine on Saturday helping entice the crowds and they were entertained by some of the greatest Forties performers. We were also a finalist in the Go Magnificent Crowd Puller (above 7k) at the Go North Wales Tourism Awards in November 2018.



Rhos on Sea Pirate Weekend

Rhos on Sea welcomed their first Pirate Weekend in June 2018. The weather was kind to us and the crowds came out in their droves. Many businesses got involved in the day, decorating their shopfronts, wearing fancy dress and participating in the family treasure hunt. The music carried on throughout the day and into the evening as businesses took advantage of the turn out. The tug of war on the beach was a real highlight of the day along with a visit from Jack Sparrow! Social Media was full of great images and videos showcasing Rhos on Sea at its best.



Colwyn Winter Wonderland

The festive season began in the Bay of Colwyn with the Lights Switch on and Christmas Market on Friday 30th November. There was once again a noticeable increase in footfall as the crowds gathered to listen to the festive entertainment and families came to enjoy the free entertainment including the giant bouncy snow globe, frozen stilt walkers and we were also joined by Santa and his Reindeer. The Cast of Dick Whittington joined us for our school children and family parade through the high street of Colwyn Bay. We are looking forward to Christmas in Colwyn this year ...



Mochdre Easter Fete -

This Easter we are hosting the Mochdre Easter Fete as Ysgol Babanod in Mochdre on Wednesday 17th April. At a recent meeting with the businesses in Mochdre, the final Heart Radio Activity was discussed, which will be happening in Mochdre in April 2019. The businesses decided they would like to raise money for the schools in Mochdre and at the same time promote the Mochdre Businesses and the Community. Upon meeting the school Headmistress we discovered the current play area had been condemned and they welcomed the idea of the businesses raising money to kick start their fundraising. We are looking for donations for the raffle ... please contact the BID Team if you would like to donate a prize.

Heart Radio Promotion -

Last year we began a marketing campaign with Heart Radio to promote Colwyn Bay, Old Colwyn, Rhos on Sea and Mochdre. The promotion included on air time promoting the uniqueness of each area, the retail elements, day visits and event destinations. Along



with the air time promotion there were also live activity days with Lois and Oli from the Heart Breakfast show who attended events promoting the area, which included games where people were given the opportunity to win loyalty vouchers which are only available to spend within the

Bay of Colwyn. The events were all well attended, filmed and promoted on the Heart Radio website for further promotion. This promotion is live until June 2019.

Rhos on Sea Heritage Trail -

The 9 blue Heritage Trail columns located around Rhos on Sea have all recently been repainted and the information boards have been reprinted as the trail had begun looking weathered and the wording was no longer legible on many of the boards. The trail is very popular with the tourists in the area and hopefully the brighter, fresher look will help the trail stand out. Heritage Trail booklets are available for tourists at the Happy Faces Charity on the promenade.

Festoon Lighting -

Conwy County Borough Councils Street Lighting team confirmed the current lighting columns along the Rhos on Sea seafront are weathered and unable to withstand the additional weight of festoon lighting at this time. Following a meeting with the Street Lighting Team and the Highways department it was agreed Colwyn BID would provide £20k match funding to the redevelopment works on the sea front which includes erecting new columns and in return CCBC would install suitable columns and the festoon lighting. There are currently no plans to replace the existing street columns within Rhos on Sea and this has meant we are unable to proceed with the proposed street festoon.

Arriva Bus Loyalty Scheme -

The discount scheme is now live with Arriva buses. Levy payers, their employees and family living and working within the Bay of Colwyn can receive a discount of up to 20% on bus tickets. For further information follow the link

Mochdre Signage Project -

The planning consent for the proposed new signage in Mochdre was unfortunately refused by Conwy County Borough Council at the September planning committee. Our signage consultant is currently liaising with the Highways department and we are hopeful the application will be resubmitted shortly with the full support of CCBC.

Mochdre Bus Stops -

The bus stops in Mochdre shall soon be receiving a 'facelift' as part of our visual improvement works in the centre of Mochdre. Two of the bus stops shall be fully replaced and the other shall be repainted. Along with the shelters, we are currently liaising with the Environment Roads and Facilities (ERF) department within CCBC to discuss painting the railings and the fountain planters.

Public Access Defibrillators -

We partnered with Welsh Ambulance and Achub Calon y Dyffryn, a local charity, and installed 9 Public Access Defibrillators (PADs) in the Bay of Colwyn. These defibrillators are maintained by the Welsh



Ambulance Services and are accessible to the public 24/7. In the event of an emergency 999 should be dialled and the operator will provide the access code if they believe a defibrillator is required.

Colwyn BID have also arranged FREE CPR and defibrillator training for all of the businesses, employees, friends and family within the Bay of Colwyn in order for them to feel

confident and familiar with the equipment. Further information including times, dates and locations can be found on our Website and Social Media.

BID Buddies -

In April 2018 we launched a pilot partnership project with Crest Cooperative whereby part time caretakers were employed to deliver maintenance tasks through the Bay of Colwyn. Some of the maintenance works delivered by the BID Buddies include, strimming, weeding, litter picking, street cleaning and installing street furniture. We also partnered with Conwy County Borough Council to deliver shop front 'facelifts' where the BID Buddies painted 15 shop fronts in Colwyn Bay. To date over 26 shops have been re-painted throughout the Bay of Colwyn, over 450 metres square of railings painted, and 650 litres of paint used. Managing the project has proven challenging at times and we are looking at new projects for 2019/20.

Finance & Levy Collection Rate

Levy Collection Rate is 97.8%

Levy Collected is £255k

Grants Funding £23,500

Along with grant funding awarded to Colwyn BID we have also worked with a number of Organisations in 2018/19 to deliver projects and increase the investments in the Bay of Colwyn. Colwyn BID supported the Lottery Heritage Fund application which has brought an additional £450k through the IMAGINE Colwyn Bay project.