



## **Ymlaen HWB Caernarfon 2021-26**

The directors of HWB Caernarfon are delighted to announce the backing of the Caernarfon business community, who have voted YES to continue the BID for another Five Years. 65% of votes cast were in favour of HWB Caernarfon. We would like to thank you all for your continued support, especially against the backdrop of a global pandemic and national lockdown. The hard work has only just begun...

HWB Caernarfon BID is excited to get to work on delivering the pledges detailed in our [Five Year Plan](#). All projects will align with our five strategic themes:

### **Proudly Promoted**

We will promote Caernarfon to locals, regionally, nationally and further afield through digital, print and media targeted campaigns. We will also develop an annual programme of events as part of our strategy to increase and manage tourism in the town.

### **Clean, Green & Eco Friendly**

We will work with the council to provide additional regular and deep cleaning and to tackle eyesores around the town centre. We will identify opportunities to bring more colour to the town through planting initiatives. We will work hard to promote waste recycling and sustainable travel.

### **A "Safe" Place**

Partnership working with the police and local authority to tackle crime and antisocial behaviour. Initiatives will include improved CCTV provision and monitoring, and working in partnership with schools, youth services, and other groups.

### **Together Stronger**

We will employ a dedicated project manager who will deliver projects and connect local businesses. We will work collaboratively with Caernarfon's businesses to establish a stronger collective voice, advocating on their behalf.

### **Attracting Additional Investment to Caernarfon**

We will actively apply for additional funding opportunities to support specific projects/initiatives.

Everything we do relates back to our overarching aim to make Caernarfon a place where businesses and the community can thrive.

Edgar Owen, Chair of HWB Caernarfon said:

*'We are delighted with the support received from our local business community during what is an uncertain time for many. We are in the process of welcoming new directors to the HWB board, and look forward to delivering a new five year term of projects that will benefit Caernarfon and its businesses'*

For more information, please contact the team via email [post@hwbcaernarfon.cymru](mailto:post@hwbcaernarfon.cymru)

Thank you again for re-electing us to work with you for another five years. Together, we are stronger.