



BUSINESS IMPROVEMENT DISTRICT

Working together to make the City
Centre a better place to shop, visit,
stay and do business.

ANNUAL REPORT 2015/2016

WELCOME

The Swansea Business Improvement District (Swansea BID) is now in its 10th year. Recently, we have been pleased to see more BIDs being created across Wales due to our pioneering efforts here in Swansea.

At the end of February 2016 we secured a further five year term until 2021 for the Swansea BID company and its Big Heart of Swansea Brand. Of course, since securing this third term, Swansea BID businesses and organisations have been eager to see us; deliver on our new business plan, illustrate the continued value of BID, and make further tangible improvements to the City Centre.

We certainly hit the ground running. We have enjoyed a very successful year, as you can see from the statistics in this Annual Report. We continued to offer valuable day-to-day services and operations, including great parking offers, Rangers*, Taxi Marshals, The Street Cleansing Team, Marketing, and support for existing events as well as the introduction of new events and initiatives, relevant to our different business sectors.

These sectors are strongly represented both on the BID Board and through our Operating Groups, where projects are taken forward and championed by key decision making representatives.

I would encourage all businesses and organisations in the BID area to ensure that you are actively engaging with the BID, benefiting from the services and projects we are delivering, which can positively directly impact on you, your staff, and your objectives - we are here to help!

Going forward into the new BID year we have more exciting schemes/projects planned so we look forward to working with you as we accelerate the BID objectives and continue to deliver against the business plan at these exciting times for Swansea City Centre.

Best,

Russell Greenslade
Swansea BID

*co-funded and managed by local authority

CHAIR'S STATEMENT

A big thank you to all of our City Centre businesses for their support over the past 10 years. Swansea BID has now entered its third term, and since the BID has been renewed we are looking forward to our next five years with refreshed vigour.

We were delighted to secure this second BID renewal. This vote of confidence went ahead thanks to the noticeable and positive impact we have been able to make upon our City Centre by focusing on our five core objectives of Increasing, Creating, Promoting, Improving and Developing.

Towards the end of 2015 we consulted with you, our levy payers, to see what you thought we should be doing from 2016-2021 and your responses have informed the work we are delivering and will continue to deliver.

- 1 Car Parking & Transportation **INCREASING** foot flow.
- 2 Safety & Security **CREATING** a safer and more secure shopper and trading environment.
- 3 Marketing & Events **PROMOTING** the City Centre and its Businesses.
- 4 Commercial Business & Facilitation **DEVELOPING** a strong, recognised business voice, supporting existing business and recruiting new business.
- 5 Cleansing & Enhancement **IMPROVING** the physical shopping and trading environment.

For now, thank you for your continued support for our work and here's to the next five years of Swansea BID supporting your business.

Yours sincerely,

Juliet Luporini
Chair & Co Owner Kardomah

2015/2016 LEVY PERIOD EXPENDITURE

EXPENDITURE	
Car Parking & Transportation	£101,688
Marketing Promotions & Events	£120,482
Safety & Security	£89,631
Commercial Business & Facilitation	£89,844
Cleansing & Enhancement	£28,500
Levy Collection	£15,000
Administration	£73,433

A YEAR IN STATISTICS

Car Parking & Transportation **INCREASING** foot flow

Over 237,500 vehicles used our £3 for 3 hours NCP offer with a 3.24% increase in average transaction increasing dwell time coupled with £1,472 per day in worker car parking savings | Our Boxing Day Park & Ride usage grew +2% Year on Year.

Safety & Security **CREATING** a Safer shopper and trading environment

Working in partnership with South Wales Police we provided an additional 348 Police Officers hours that increased the number of dispersal notices by over 100%, reduced ASB by over 59% and reduced the number of assaults and public order offences, meaning fewer victims of violent crime | Our Taxi Marshals team dealt with 48,000 + persons visitors | Rangers* dealt with 35,000 + activities and 1,500 + business visits. *Co funded and managed by City & County of Swansea.

Marketing & Events **PROMOTING** the City Centre and its Businesses

Marketing campaigns seen/heard by 1.1 Million + people | Supported and/or delivered 10 events | Launched new Big Heart of Swansea Loyalty card app | Provided 50,000+ physical loyalty cards | Advertising value equivalent on public relations & media coverage £150,000 | 12 direct email campaigns to 40,000+ active subscribers with open rate of 31.8% | 2,000 new subscribers | 16,800 unique website users.



Reach - 432,000
Views - 1,000,000
Engagement - 24,000



Mentions - 500+
Tweets - 1,400
Seen - 628,000

Commercial Business & Facilitation **DEVELOPING** a stronger and respected voice providing benefit to businesses

Part of our role is to ensure the voices of our BID Businesses are heard and represented on a regional and a national level. To this end, Swansea BID works hard to be the voice of City Centre business. Using our established relationships and partnerships we have been able to work with property landlords and owners, as well as with Swansea's universities to develop usage of empty units, such as the Creative Bubble joint project with UWTSD. This has greatly enhanced the City Centre area.

As well as helping and supporting new and fledgling businesses to find their feet and to flourish, we have also helped to sustain existing businesses, by offering meaningful guidance on key areas like training, networking and gaining financing.

Our location model research, foot flow data and spend statistics, heat mapping, and geo-tasking, are proving invaluable. These state-of-the-art tools and methods provide us with a wealth of market intelligence which helps us to make informed decisions around recruitment and retention of shoppers and other visitors.

We have provided bottom-line business benefits, using the BID Levy as leverage. These included: professional services, car parking, marketing and consumable discounts through a BID Business Toolkit. We also implement strategies to develop the BID areas economy and vibrancy, including looking at how the BID area feels and functions following securing BITC Healthy High Street support.

Cleansing & Enhancement **IMPROVING** the physical shopper and trading environment

Our BID Street Cleansing team have removed around 140,000 pieces of chewing gum and over 30 hours of additional street washing, improving the physical shopping and trading environment.

BUILDING ON TEN YEARS OF ACHIEVEMENT

The Swansea Business Improvement District (Swansea BID) is a private sector-led and managed, independent, not-for-profit business. In February 2016 the businesses/organisations of Swansea City Centre voted for the Swansea BID company to continue until 2021.

The Swansea BID Board of Directors is made up of decision makers from the different business sectors. The directors have business's that operate within the BID area and also pay the BID levy themselves. They oversee the running and governance of the BID on a voluntary basis. The BID is very grateful for the invaluable expertise of volunteers who support Swansea BID throughout the year. The BID Board provides strategic direction and input and is responsible to stakeholders for the conduct and performance of the BID Company.

The board is also responsible for setting the annual budget and monitoring finances throughout the course of year working with the companies Chief Executive who represents Swansea BID on Federation of Small Businesses (FSB) Swansea Bay Branch Committee, South Wales Chamber of Commerce (SWCC) Swansea Bay Council, The Association of Town Centre Management (ATCM) National Advisory Board and Revive & Thrive Welsh Ambassador.

The Board held 10 meetings during the course of the year. The Chief Executive of the BID leads a small dedicated team responsible for successfully planning and delivering all of the BID's projects and activities holding 10 sub working group meetings over the year.

Members of Swansea BID Board at 1st March were:

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|--------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| 1 Chair - Juliet Luporini - Co-Owner Kardomah (I) | 9 Gareth Davies - Director Development Coastal Housing (T) |
| 2 Vice Chair - Dave Kenny - Party Shop (I) | 10 Aled Bonnell - General Manager Marks & Spencers (N) |
| 3 Company Secretary - Jennie Clements - Clements Jones Accountants (I) | 11 Peter Lynn - Managing Partner Peter Lynn & Partners Solicitors (I) |
| 4 Andrew Downie - Netbop (I) | 12 Kathryn David - University Wales Trinity St Davids (E) |
| 5 Cllr Rob Stewart - Leader City & County of Swansea (LA) | 13 Jodie Broadaway - Branch Director Santander (N) |
| 6 Cllr Robert Francis - Davies - Cabinet Member City & County of Swansea (LA) | 14 Ben Phillips - Swansea Tattoo Company (I) |
| 7 Leigh Vaughan - Chair Swansea Market Traders (I) | 15 Bruno Nunes - Bambu/Peppermint/The Bucket List hospitality/licensee businesses (I) |
| 8 Steve Jones - Leisure Quest (I) | 16 Lisa Hartley - Manager Quadrant Shopping Centre (N) |

I - Independent Trader | N - National Trader | E - Education | LA - Local Authority | T - 3rd sector

The following members resigned and/or were replaced during the year: **Chritos Stylianaou** - Derricks Music

Company Information

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VAT Number: 879490656

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