

THE BID BULLETIN

Autumn Newsletter 2017

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BUSINESS IMPROVEMENT DISTRICT

Welcome to the Autumn edition of the BID Bulletin 2017, keeping you up to date with the latest news and events going on within the Swansea BID area.

Has there ever been a more exciting time to live, work, or operate a business in Swansea City Centre?

Major redevelopment and improvement works at **Parc Tawe** and The Kingsway are set to reveal a far fresher face for the city, with Hammerson's multi-million pound investment giving Parc Tawe a complete overhaul, with preliminary works on the Kingsway happening this month and the main body of works to begin early 2018.

Things are already taking shape very nicely at Parc Tawe, with big names giving the site their seal of approval in the best possible way – by moving in. We're delighted to see **Costa Coffee** set up its first ever drive-through there and US diner giant **Denny's** has made Swansea the site of its first UK outlet.

Meanwhile, Swansea Council's new offices will slot nicely into the site of Lower Oxford Street car park, with an influx of Council staff no doubt set to give local businesses a boost.

We know how crucial it is that the needs and views of City Centre business are taken into account during such important redevelopments and Swansea BID worked in close, careful consultation with Swansea Council during the planning stages of these important developments, to make sure you, our BID Businesses were there 'at the table'. We hope you will be pleased with the results and we hope they usher in a new era for our City Centre.



We're Backing Swansea 2021 and Love Your Lagoon

It is great to see the city bathed in the Swansea 2021 branding and we are delighted to give our full support to the drive to make Swansea the UK City of Culture 2021.

As the only city in Wales to have made the shortlist it is important that we all get behind the bid, which could bring millions of pounds of investment to Swansea and create valuable employment

To illustrate just how valuable a winning bid could be for Swansea, Liverpool welcomed an extra 9.7 million visitors to their city during their European Capital of Culture year in 2008 – an increase of 35%. Hull, the most recent UK City of Culture winner, is estimated to enjoy an economic boost of at least £60 million, whilst already having seen a £1 billion boost in investment since being announced the winner of the title in 2013. Let's all get behind Team Swansea.

As part of our role in supporting the prosperity and the ongoing regeneration of Swansea we are also happy to give our backing to the Love the Lagoon campaign, most recently adding our signature to a letter to the Prime Minister from a host of prominent businesses and bodies, calling for the project to get underway.

We firmly believe the **Swansea Bay Tidal Lagoon** would help transform the Swansea economy, not to mention creating and supporting more than 2,000 jobs.



DOWNLOAD THE APP FOR EXCLUSIVE DISCOUNTS AND TO WIN!



To download our **FREE** app simply click on your app store and search "**Big Heart of Swansea**"



British BIDS Show Some Love For Our Big Heart of Swansea Brand

We were delighted to see our **Big Heart of Swansea** app, which offers shoppers exclusive deals throughout the City Centre, shortlisted for a **British BIDS** award.

Most shoppers don't venture into Swansea City Centre without checking the latest offers and deals on their Big Heart of Swansea app and the success of the brand was noted by the British Bids awards, which highlight some of the most inventive and valuable work being done in BIDS up and down the country.

Many thanks to all the supporters of the Big Heart of Swansea brand for casting their vote during the awards process.

The app has stayed fresh as a brand because its offers are kept regularly updated, so they are useful to card and app holders. So we are grateful to the Swansea BID businesses who have helped us to do this by really buying into the Big Heart of Swansea brand. I know Swansea BID Businesses who have backed the Big Heart of Swansea scheme have found it to be a valuable tool to help promote their business and their offer, so it is a great two-way street.

Extra Police Patrols To Support the City Centre

Swansea BID, in partnership with South Wales Police, have been paying particular attention to the City Centre in recent weeks, following some concerns raised by some of our BID Businesses who operate in the area.

BID Businesses may be aware that additional BID-funded police officers have been patrolling the area in a targeted effort to tackle any issues of anti-social behaviour. In just a couple of weeks, this extra police resource has meant more than 160 Section 35 notices being issued – banning troublesome people from the area for 24 to 48 hours. Police have visited more than 65 businesses, putting in an extra 216 hours in an extra bid to deal with any anti-social behaviour issues, all focused on making our BID area a safer visitor and trading environment. This scheme is set to continue through the busy festive period.

Bid Benefits Workshop - Tap Into The Entrepreneurial Flair of Swansea's School of Management Students

Our next BID Benefits Workshop is a must-attend for all Swansea businesses who are keen to tap into the skills, the entrepreneurial flair and the most up-to-date thinking on business management that is on hand at Swansea University's School of Management.

We have an incredible resource on our doorstep, in Swansea University, and its **School of Management** is particularly useful for local SMEs who would welcome some practical help or some fresh thinking.

Sophie Lacey, Placements Manager at the School of Management will lead the **FREE** Bid Benefits Workshop on **Thursday 9th November** from **3pm**. She will talk through the benefits to Swansea businesses of forging ties with the School of Management – from straightforward placements and internships, to gaining access to trouble-shooting and problem solving groups, to getting involved with presenting modules at School of Management seminars, and many more opportunities.

These regular **Bid Benefits** sessions are free to all BID businesses and are designed to support BID Businesses in a very practical way by offering guidance and advice in key areas.

As usual, there will be some time at the end of the short presentation for a Q&A and for some valuable networking, so I would encourage you all to come along. Please email: Rhiannon@swanseabid.co.uk to register your attendance or look out for our invitation letter and Eventbrite invitation over the coming weeks, with details of how to register. Alternatively, all Swansea BID members are welcome to simply turn up on the day.

Students Buy-In To An Exclusive Shopping Night

The students are settling in nicely to their halls and their thoughts are, no doubt, turning to stocking up on the latest looks and other essentials.

So we were pleased to host a Student Shopping Night in October, giving Swansea youngsters access to great exclusive deals in the City Centre.



The evening of bargains and special offers, organised by Swansea BID and the Swansea Quadrant Shopping Centre, drew a crowd, with retailers opening exclusively for students from 7pm to 9pm.

Events like these are great for the city's young people and they also do much to support the City Centre economy and local retailers, and to add to the vibrancy of the Swansea BID area.

Free Sunday Parking and It's Easy as 1,2,3

If you read the South Wales Evening Post or tune in to The Wave or Swansea Sound you will have spotted our new campaign to spread the word about our great parking offers in the City Centre.

It's Easy as 1,2,3 shines a light on the £3 for 3 hours parking and we are also shouting about the fact our great offer of free Sunday parking in City Centre car parks. Don't forget to tell your customers, clients and visitors about the great deals by broadcasting them across your own social media platforms.

If you would like more information about Swansea BID or any upcoming events, please don't hesitate to contact us via e-mail info@swanseabid.co.uk or give us a call on **01792 475021**



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