

THE BID BULLETIN

Summer Newsletter 2017

www.swanseabid.co.uk  /SwanseaBID  @SwanseaBID



BUSINESS IMPROVEMENT DISTRICT

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

The past few months have seen us pack in a host of exciting events – many of which I'm sure you will have been involved in. Here are some of the highlights, and, importantly, details of upcoming events to keep an eye out for.

#WheresOlly

If you have spotted chart-topper Olly Murs in Swansea City Centre recently you are not alone.

Olly turned up, courtesy of Swansea BID's Big Heart of Swansea brand, ahead of his Singleton Park show in the summer and he is pictured here, helping some of our PCSOs with their enquiries.

The serial hit-maker has been seen in a number of secret locations throughout the City Centre in July thanks to the launch of our #WheresOlly competition.

Our #WheresOlly competition gave one lucky winner the chance to win a pair of golden tickets to Olly's Show, in August, as well as a meal voucher for Swansea's Smoke Haus restaurant, by posting pictures of themselves on the Big Heart Twitter, Instagram and Facebook accounts



Olly Murs is Helping Swansea PCSOs with their Enquiries

Student Lock-In

The force was with thousands of young Swansea shoppers when the annual Student Lock-In night went ahead on Thursday May 4th - with a Star Wars theme.

The evening of bargains and special offers, organised by Swansea BID and the Swansea Quadrant Shopping Centre, drew a crowd to the City Centre's shopping streets and to the Quadrant, with retailers opening exclusively for students from 7pm to 10pm.

The popular promotion featured music, visiting Star Wars characters in honour of May 4th being 'Star Wars Day', and a host of other attractions. And retailers have reported a bumper day of sales from the event – so well done to all who took part by opening their doors and offering some unique discounts.



Swansea BID Helps the City Centre Raise a Glass to Rioja Day

Let's raise a glass too, to the Swansea BID businesses who took part in this year's Rioja Day festivities on 9 June.

It's well-known that Swansea gets into the spirit of Beaujolais Day like nowhere else in the UK, and we were pleased to help the city enjoy another red letter day - or should we say, red wine day - with Rioja Day.

Swansea BID businesses, including *The No Sign Bar* and *Las Iguanas*, offered enticing Rioja Day-themed food, drinks and events to help spread good cheer throughout the City Centre.

Swansea BID Adds Music to City Centre's UWTSD Triathlon

As a key sponsor of this year's UWTSD Swansea Triathlon, Swansea BID was delighted to launch two days of great music and entertainment, for free, to keep the crowds happy during the triathlon weekend.

The UWTSD Swansea Triathlon, Powered by Bid, went ahead on Sunday 28 May and our inaugural Swansea TRI Live 2017 event saw a host of popular acts take to the stage in Swansea's Castle Gardens, for supporters and athletes to enjoy.

Weekend Shopping Is a Cinch With Free Sunday Parking

The weekend is made for shopping, and we are pleased to see so many shoppers taking advantage of the great offer of **FREE parking in all council car parks on Sundays between 11am and 4pm.**

Parking has always been a hot topic among BID Businesses and, as such, it is a priority for us at Swansea BID, working alongside Swansea Council, to give visitors enticing parking offers which draw people into the City Centre and which support our BID Businesses.

As you know, Swansea BID has introduced a number of free parking days, as well as **£3 for 3 hours** parking rates, which has boosted the use of City Centre car parks by 30 percent and we continue to work hard on behalf of the BID Businesses to support them with great parking deals.

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**



BUSINESS IMPROVEMENT DISTRICT