

# FINANCES

INCOME 17/18		FORECASTED INCOME 18/19	
Levy	£427,000	Levy	£427,000
Additional	£37,000	Additional	£25,000
Surplus and contingency from 16/17	£31,000	Surplus and contingency from 17/18	£26,200
<b>Total</b>	<b>£495,000</b>	<b>Total</b>	<b>£478,200</b>
EXPENDITURE 17/18		FORECASTED EXPENDITURE	
Car Parking & Transportation	£80,800	Car Parking & Transportation	£95,000
Safety & Security	£75,000	Safety & Security	£78,000
Marketing, Promotions & Events	£127,000	Marketing, Promotions & Events	£85,000
Commercial Business & Facilitation	£66,000	Commercial Business & Facilitation	£70,000
Cleansing & Enhancement	£31,000	Cleansing & Enhancement	£30,000
Levy Collection	£18,000	Levy Collection	£18,000
Administration	£71,000	Administration	£74,000
Contingency	£21,500	Contingency	£21,500
Surplus Carried Forward	£4,700	Surplus Carried Forward	£6,700
<b>TOTAL</b>	<b>£490,300</b>	<b>TOTAL</b>	<b>£471,500</b>



**BUSINESS IMPROVEMENT DISTRICT**

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

☎ 01792 475021 ✉ info@swanseabid.co.uk

Swansea Business Improvement District | 1 Picton Lane | Swansea | SA1 4AF

[www.swanseabid.co.uk](http://www.swanseabid.co.uk)  /SwanseaBID  @SwanseaBID

# SWANSEA BUSINESS IMPROVEMENT DISTRICT



## SAFETY & SECURITY



Retained  
**Purple Flag**  
accreditation  
working in partnership  
with Local Authority  
as lead

Launched and managed  
**Best Bar None** Scheme

Launched ATCM **Have A Heart**  
Campaign with partners

Working with  
South Wales Police,  
Swansea BID  
provided an extra  
**348**  
Police Officer hours.

Working with partners  
we increased dispersal  
notices by **100%**,  
reduced ASB by over  
**59%** and reduced  
assaults and public  
order offences.

City Centre Ranger\*  
team dealt with more  
than **35,000** activities  
and more than **1,500**  
business visits.



\*Co Funded and Managed by  
City & County of Swansea

Our Taxi Marshals  
dealt with  
**220,764**  
visitors



## WHAT'S THE BIG IDEA?

For over a decade Swansea BID has been an integral part of the City Centre business community, working hard to represent the views of our 800+ BID Businesses, and to make our City Centre a better place to shop, study, visit, stay, work and do business.

## HOW DOES SWANSEA BID HELP CHAMPION OUR CITY CENTRE?

In 2017/2018 your Swansea BID delivered the core services that you, our levy-paying businesses, have asked us to prioritise: Increasing visitor and shopper numbers by offering attractive car parking and transportation schemes, making sure every visitor to our City Centre feels safe and secure by creating and promoting initiatives to boost safety and security, promoting our City Centre and its businesses via a carefully-planned schedule of marketing and events, both under the banner of Swansea BID and via our popular Big Heart of Swansea brand, developing our City Centre as an attractive place to invest, to grow your business, supporting commercial business and facilitation and offering concrete, bottom-line business benefits, year-in, year-out and making sure your City Centre is inviting and attractive, by carrying out cleansing and enhancement and Improving the City Centre environment.

## PARKING & TRANSPORTATION

Easy as 1,2,3 at NCP.  
**FREE SUNDAY  
PARKING CAMPAIGNS**  
launched in regional  
media.



**NCP**  
**£3 for £3 hours**  
Has increased  
usage by  
**20.26%**

**FREE** parking on Small  
Business Saturday  
**FREE** after 3pm  
parking promotion  
Bus offers into  
the City Centre

## MARKETING & EVENTS

### 18 EVENTS

Organised,  
sponsored and  
promoted via  
Swansea BID and  
the Big Heart of  
Swansea brand.

### 70 OFFERS

Made available to Big  
Heart of Swansea  
users through the  
Big Heart of Swansea  
brand loyalty card.

Provided more than  
**50,000**  
physical loyalty cards.



More than 85 media  
cuttings and radio  
broadcast about  
Swansea BID and BID  
Business activities  
with advertising  
value of

**£155,000**



Campaign seen/  
heard by more than  
**1.1 million**  
people.

Signed up  
**2,000**  
new subscribers.



12 direct email  
campaigns to more  
than 40,000 active  
subscribers with  
open rate of 31.8%.



Launched new **Big  
Heart of Swansea**  
Loyalty Card app.

### Launched Extra Mile Awards

to recognise  
excellent customer  
care by BID  
Businesses



**Town Tours**  
FREE Swansea  
App launched

## COMMERCIAL BUSINESS & FACILITATION

**£28,000**

of essential running  
costs savings  
identified for BID  
Businesses via our  
Bespoke Procurement  
Scheme.



**55** Pieces of private  
realm graffiti removal



### Free BID Benefits Events

held to support BID area  
businesses with practical advice  
on HR, GDPR, marketing, social  
media and management

**235**

Additional hours  
of street washing  
carried out.

**140,000**

Pieces of chewing  
gum removed.

**£1,250**

Per day savings  
for business /city  
centre workers.

Part of the **£1.3 Billion**  
Swansea Bay City Regions Board  
representing BID area private  
sector businesses