

SWANSEA BUSINESS IMPROVEMENT DISTRICT



INCOME 15/16

Levy	£458,234
Additional Income	£35,000
Total Income	£493,234

FORECASTED INCOME 16/17

Levy	£438,000
Additional Income	£10,000
Total Income	£448,000

EXPENDITURE

Car Parking & Transportation	£91,000
Safety & Security	£82,000
Marketing & Events	£102,000
Commercial Business	£65,000
Cleansing & Enhancement	£31,000
Administration	£84,000
Levy collection	£15,000
Contingency	£10,000
TOTAL:	£480,000

FORECASTED EXPENDITURE

Car Parking & Transportation	£89,000
Safety & Security	£77,000
Marketing & Events	£77,000
Commercial Business	£61,000
Cleansing & Enhancement	£31,000
Administration	£60,000
Levy collection	£15,000
Contingency	£22,000
TOTAL:	£432,000

SWANSEA BUSINESS IMPROVEMENT DISTRICT



The Overall objective of the BID is to make the City Centre a better place to shop, visit, stay, work and do business.

Car Parking & Transportation

Increasing

The BID works to ensure that the visitor and shopper numbers are continually increasing through car parking and transportation schemes. Presently we deliver £3 for 3 hours at all City Centre NCP Car Parks all year round and numerous bus offers.

Safety & Security

Creating

The BID works to ensure the creation of a safer and more secure shopper/ visitor and trading environment throughout the City Centre by funding towards the City Centre Rangers, additional Police Officers and operating Taxi Marshals during the night time economy.

Marketing & Events

Promoting

Driven through our consumer brand 'The Big Heart of Swansea' we deliver effective local and regional marketing strategies, loyalty card project and events for the City Centre aimed to recruit shoppers/ visitors to improve the area's economy and vibrancy ultimately supporting the business in the City Centre.

Commercial Business

Developing

The BID works with property landlords/ owners and the City's two Universities to develop usage and improve aesthetics of empty units. We work to recruit and retain businesses in the City Centre by providing investor information from a Sector Skills Council location model scheme providing us with shopper profile and demographics statistics which also helps us make informed marketing decisions to develop recruitment and retention of shoppers/ visitors. Our mystery shopper project provides detailed information to businesses to help improve their operations and profitability. Bottom line business benefits are delivered through a business toolkit.

Cleansing & Enhancement

Improving

The BID works in collaboration with the Local Authority to improve the physical trading environment of Swansea City Centre through chewing gum and graffiti removal schemes and deep cleanse initiatives.

Contact Information

For more information please call **01792 475 021**

The BID office address for any correspondence is 1 Picton Lane, Swansea SA1 4AF

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