

SWANSEA BUSINESS IMPROVEMENT DISTRICT LTD



BUSINESS IMPROVEMENT DISTRICT

INCOME 16/17

Levy	£438,000
Additional	£48,500
Surplus and contingency from 15/16	£23,000
Total	£509,500

FORECASTED INCOME 17/18

Levy	£427,000
Additional	£15,000
Surplus 16/17	£1,000
Total	£443,000

EXPENDITURE

Car Parking & Transportation	£85,000
Safety & Security	£71,000
Marketing, Promotions & Events	£126,000
Commercial Business & Facilitation	£89,000
Cleansing & Enhancement	£31,000
Levy Collection	£15,000
Administration	£70,500
Contingency	£21,000
Surplus	£1,000
TOTAL	£509,500

FORECASTED EXPENDITURE

Car Parking & Transportation	£95,000
Safety & Security	£78,000
Marketing, Promotions & Events	£70,000
Commercial Business & Facilitation	£59,500
Cleansing & Enhancement	£28,000
Levy Collection	£18,000
Administration	£60,000
Contingency	£21,500
TOTAL	£430,000
Surplus Carried Forward	£13,000

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BUSINESS IMPROVEMENT DISTRICT

Swansea BID works hard to make our City Centre a better place to shop, study, visit, stay, work and do business. We do this by focusing upon five key areas of keen interest to our businesses organisations:

INCREASING | CREATING | PROMOTING | DEVELOPING | IMPROVING

How do you benefit?

Car Parking & Transportation

Increasing

The BID works hard to boost visitor and shopper numbers year-on-year by offering attractive parking and transport schemes. At the moment, visitors can enjoy the use of all City centre NCP car parks for just £3 for three hours' all year round plus we provide bespoke free parking days. A number of bus offers into the city centre are in place too, as well as generous parking offers and discounts to City Centre workers.

Safety & Security

Creating

It is important that every visitor to the City Centre feels safe and secure. BID supports this in a proactive way by providing funding towards the Ranger service, as well as for additional Police Officers. We also provide Taxi Marshals, Twilight Operative and Evening Night Time Ambassadors during important evening and night-time trading hours. We will also be launching the Best Bar None scheme soon, supporting the Purple Flag kite mark.

Marketing & Events

Promoting

The BID's Big Heart of Swansea campaign has been a great success story for the BID and for the City Centre, delivering a much-loved loyalty card as well as a dedicated programme of special events and projects. The campaign has also become a great year-round marketing tool and free social media platform for our businesses, helping us attract more and more visitors and shoppers to the City Centre to support local businesses.

Commercial Business & Facilitation

Developing

We ensure the City Centre Businesses voice is heard and listened to at local, regional and national levels. Making sure the City Centre is attractive both to investors and to visitors is a key BID concern. The BID works closely with the City's two universities to encourage inventive and attractive use of any empty units. We also work hard to recruit and retain existing business in the City Centre by offering them meaningful investor information and data, as well as valuable guidance on training, business networks and advice/access to funding. Our businesses also benefit from bottom line business benefits thanks to the BID, including professional services, car parking, marketing and consumable discounts through a BID Business Toolkit.

Cleansing & Enhancement

Improving

Making sure the City Centre is attractive, clean and inviting is vital. The BID works closely with the Local Authority to improve and enhance the areas in which we shop and work by delivering regular street wash initiatives and by providing the chewing gum and private realm graffiti removal schemes, all of which help our City Centre visitors and workers enjoy a more pleasant experience.

We welcome your feedback. If you would like to write to BID, our address is:

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