



BUSINESS IMPROVEMENT DISTRICT

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

ANNUAL REPORT 2018/19

CONTENTS

• Chair's Welcome	Page 3
• Chief Executive's Welcome	Page 4
• About Swansea Business Improvement District (BID)	Page 5
• Swansea BID Board of Directors / Office Team	Page 7
• Teams on the street	Page 8
• Projects	Page 9
Parking & Transportation	
Safety & Security	
Marketing & Events	
Commercial Business & Facilitation	
Cleansing & Enhancement	
• Financial Overview 2018-19	Page 13
• 2019 and beyond	Page 15

CHAIR'S WELCOME



At the end of its third year in its third term, Swansea BID continues to meet the vision and ambition of the business plan and continues to demonstrate itself to be a dynamic venture helping to make Swansea City Centre a better place to shop, visit, stay, study and do business.

Swansea BID has been the driving force behind a number of projects, delivering key investment to help propel the City Centre forward.

As a City Centre we now need to consolidate, celebrate and amplify our appeal, successes and strengths and the BID is working hard to help achieve this.

Swansea BID has already demonstrated that it is a force for positive change and good. Its achievements have been down to a combination of hard work from the BID team, judicious investment and the proactive involvement from businesses and organisations across the city.

Going forward into year 4 and beyond, the BID will continue to build on this, working collaboratively across all sectors to deliver an aspirational and exciting project plan which will help make a real difference to Swansea City Centre.

I would like to take the opportunity to thank the businesses, board directors and BID team for their continued enthusiasm, energy and support, without which none of this would be possible.

Juliet Luporini | Chair of the Board

CHIEF EXECUTIVE'S WELCOME

The starting pistol for Swansea BID was fired on 1st August 2006 when the 6th Business Improvement District in the UK and the first in Wales became a reality.

Our focus as a BID has always been to meet and to exceed the expectations of BID area businesses and organisations, when it comes to delivering upon our business plan. We recognise that we need to be nimble in delivering value to levy payers and making tangible difference in the City Centre.

I am pleased to say that the company has again maintained its British BIDs Accredited status, which is the industry standard to measure a BID's quality and management systems. This independent accreditation is an assurance to our BID Members that Swansea BID is well managed, has strong governance, performs well and that it complies with the legislation and guidelines which regulate it. It also means that Swansea BID is in the top 20 percent of the 306 UK BIDs. The UK BID network encompasses circa 87,000 businesses, 10,000 employees and a turnover of around £360 million.

This year we have stepped up in delivering over and above upon the BID business plan. This is evident via the increase in parking offers, events, marketing, more bottom line savings for businesses, a new Ambassador, new Rangers, Night Marshals, a new Evening & Night Time Economy Officer, new professional communications and PR support and greater support for BID Members across different business sectors.

These sectors - professional, creative, retail, hospitality, public, third and education, are strongly represented both on the BID Board and operating groups.

I would encourage all businesses and organisations in the City Centre to ensure that you are actively engaging with the BID, benefiting from the services, funding and projects we are delivering, which can directly impact on you, your staff and your own business objectives. Swansea BID is run by businesses, for businesses, and we want to encourage all our levy paying members to get involved by giving us feedback.

We look forward to working with you as we accelerate the BID objectives and continue to deliver against the business plan.



Russell Greenslade | Chief Executive



ABOUT SWANSEA BID

INCREASING | CREATING | PROMOTING | DEVELOPING | IMPROVING



£420,000
Investment per
year into the
City Centre

We are a private sector not-for-profit company limited by guarantee that are elected by and funded by businesses/ organisations as a Business Improvement District, or BID, a model that exists countrywide. Importantly, each BID is tailored to suit the local environment, needs and stakeholders and every business plan is different to reflect the challenges in each area.

Swansea Bid is one of the elder BIDs in the UK and first in Wales. It was established on August 1st 2006, after being given a positive mandate by a ballot of businesses over £5k rateable value in the designated BID area. Since then Swansea BID has gone onto secure a second five year term in March 2011 and a third five year term in March 2016 both with strong mandates

Businesses in the BID area with a rateable value of £5k and above pay an annual 1 percent levy, resulting in circa £420,000 investment per year into the City Centre - more than £6 million over the BID's span so far.

Swansea Bid is focused on delivering on its business plan to help make Swansea City Centre a better place to shop, visit, study, stay and do business. It aims to drive the City Centre forward, improving experiences, standards and adding value, working in collaboration with all sectors.

It helps make Swansea City Centre a cleaner, safer and more welcoming place, raising its profile through an events and marketing campaigns, bringing direct benefits to businesses and enhancing the experience of the City Centre users.

Swansea Bid enables a co-ordinated investment in the place management and marketing of Swansea City Centre and its businesses, delivering on a set of agreed business priorities, addressing five core themes identified and agreed during the formation of the most recent business plan.



Parking & Transportation

Offers helping **INCREASE** visitor and shopper numbers.



Safety & Security

Operations helping **CREATE** a safer and more secure visitor, shopper and trading environment.



Marketing & Events

Helping **PROMOTE** the City Centre and delivering a programme of events and promotions attracting visitors and shoppers.



Commercial Business & Facilitation

Helping to further **DEVELOP** a strong recognised and respected businesses voice, recruit new and support existing businesses through reduced business costs/bottom line and provide advise /guidance on training, networks and grants.



Cleansing & Enhancement

Helping **IMPROVE** the physical visitor, shopper and trading environment.

BOARD OF DIRECTORS

Juliet Luproini | Landlord & Independent Trader - Chair of the Board

Jennie Clements FCA | Clements Jones Accountants - Company Secretary & Vice Chair

Andrew Downie | Net Bop Technologies

Bruno Nunes | Creative Hospitality Group

Cllr Rob Stuart | Leader City & County of Swansea

Cllr Robert Francis-Davies | Cabinet Member City & County of Swansea

Aled Bonnell | Marks & Spencers

Jodie Potter | Santander

Richard Jones | Moda

Chris Jones | Swansea Indoor Market

Gareth Davies | Coastal Housing Group

Peter Lynn | Peter Lynn & Partners Solicitors

Professor Ian Walsh | University of Wales Trinity St Davids

Lisa Hartley | Quadrant Shopping Centre

Christopher Barnes | Mr Dapper

OFFICE TEAM

Russell Greenslade | Chief Executive

Amelia Rudman | Projects Manager

Brendan Bottomley | Evening & Night Time Economy Officer

TEAMS ON THE STREETS



Rangers*

Adrian McGrath | Damien Edgell | Jay Harry | James Thomas

For over a decade the Rangers have been providing a warm, friendly and knowledgeable welcome to visitors and businesses alike. The Rangers act as a human signposts, thanks to their expert City Centre knowledge, enhancing the welcome for all. They provide information on the activities in the BID area, and they help inform vital customer profile intelligence and details on how the city is being used. They also provide maintenance support whilst assisting partners in identifying and dealing with crime and disorder.

*Co-funded and managed by Local Authority



Taxi Marshal Team

For more than ten years our Taxi Marshal team has improved people's experience of the City Centre at night. The team works collaboratively with partners and members of our BID Against Business Crime (BABC) to help reduce anti-social behaviour.

The primary role is to manage the City Centre's night time taxi ranks, controlling queues and assisting vulnerable people.



Night Marshal Team

In 2018 we unveiled plans to conduct a three month trial for a new Night Marshal service. Feedback from businesses and visitors was very positive, so we were happy to roll the scheme out full time. The Night Marshals work collaboratively with

partners and BID Against Business Crime (BABC) members on crime prevention, and to help identify anti-social behavior. They liaise with venues, door staff, street pastors and emergency services to ensure Swansea City Centre is a welcoming and safe place to visit.



Cleansing Team

For over a decade our cleansing team has been helping enhance the look and feel of the City Centre. The Swansea BID cleansing team is highly visible, carrying out an enhanced cleansing service, with a programme of planned street

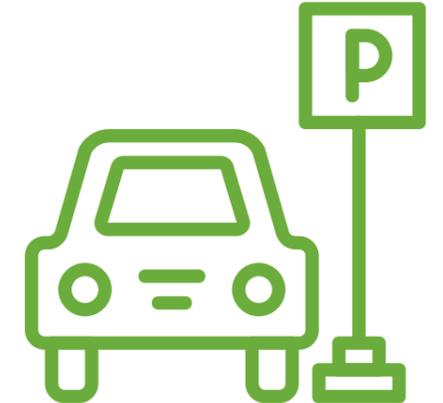
washing, chewing gum removal and deep cleans in key areas, as well as reactive cleans on both public and private property, responding to direct requests from businesses.

PROJECTS

Parking & Transportation

Over the year we:

- Delivered a £3 for 3 hours deal at all City Centre NCP car parks that was used by over 200,000 vehicles .
- Delivered FREE car parking on Small Business Saturday, and secured FREE Parking after 3pm over the important festive period.
- Secured a year-round £3 for 3 hours and FREE Sunday parking at all Local Authority City Centre car parks.
- Provided a Boxing Day park & ride service.
- Crowdfunded Swansea University to successfully secure the new Santander bike share scheme which has already been used by over 9,000 people since July 2018.



Safety & Security

Over the year we implemented new key performance indicators for our welcoming projects/schemes, working closely with the media to help improve perceptions. We also worked with public sector partners on Have A Heart rough sleepers/homeless project, help point and safe zone.

Over the year the Rangers dealt with:

- 25,897 activities.
- Made 1,251 business visits.
- Covered over 1,898 miles.

There has been a 30% reduction in NHS A&E demand due to the Crime & Police Commissioner-led Safe Zone and Help Point which we support as part of our operations. 20 licensed premises are already Best Bar None Accredited, we reduced anti-social behaviour by over 59 percent, working with partners.

Our Taxi Marshals celebrated 10 years of service helping over 2.4 million people and we delivered over 1,660 additional Evening & Night Time economy officer and Ranger hours.





Marketing & Events

Over the last year we successfully delivered events in the City Centre, which were supported by our overarching marketing strategy, helping to drive foot flow. We also invested further in our important social media

activities, introducing a robust social media strategy, promoting businesses, both via our Big Heart of Swansea consumer brand and Swansea BID networks. Through independent location model scheme and research/intelligence and heat mapping we targeted shopper profiles, including the growing student demographic in our area.

We continued to provide overarching marketing strategy, raising the profile of the City Centre and its businesses. We continued to provide our successful Big Heart of Swansea discount card scheme, we delivered target market and retention schemes and provided free social media platforms to promote businesses. We delivered events and promotions in the City Centre, and conducted research and evaluation to help position, brand and market the City Centre and BID Members.

Over the year:

- We organised, sponsored and promoted over 20 events during the year with a 38.9% increase in an event recruitment.
- We secured more than 120 media cuttings and broadcasts with an advertising value of £195,000+.
- Our regional marketing campaigns reached over 1.3 million people.
- Our 10 E-newsletters have been read by over 100,000 people, with an average open rate of 38percent, which is higher than the industry average.



By comparison, Wales's biggest BID delivered £152,500 worth of coverage last year and the UK's biggest BID outside London generated £60,000 worth of media coverage.

Investing in our social media has resulted in a growth of 54 percent across all channels with an 18 percent growth to circa 10,000 in Twitter followers alone, which is more than any BID in Wales. Our social media strategy also delivered 937,521 Tweet impressions, 22,790 minutes of video content views on Facebook and Facebook reach of 155,364 across all campaign activity. BID and Big Heart activities lend themselves to Instagram and our Swansea BID and Big Heart platforms enjoy 1963 followers. In total our social media investments promoting the City Centre and the businesses has grown to 19,137 over the last year.

Commercial Business & Facilitation

We have developed our strong voice as the conduit for City Centre businesses at a local, regional and national level. We have continued to provide a clear commercial communications strategy to develop and promote the right message to the right people. This year we have invested in an award-winning communications agency, from within the Swansea Bid area, to help us promote our City Centre and to meet the objectives of our operating groups objectives.

Over the year we continued to help reduce businesses costs by using the BID levy as leverage to secure bottom line benefits through collective purchasing. We strengthened our recognised and respected business voice on local, regional and national platforms further developing our position as the conduit for City Centre businesses pan UK. We helped sustain existing businesses through our day-day operations with guidance and advice on training through B2B events, networks and grants whilst encouraging and supporting new businesses to set up in Swansea City Centre, by working with landlords, agents and other investors.

We continued to implement strategies to develop the BID area's economy and vibrancy, including via Creative Bubble – a student employability and entrepreneurship partner project with UWTSU. Creative Bubble has delivered 42 bespoke events benefiting the BID area businesses and economy.

During the year we worked with our fellow Welsh BIDs helping to secure a new business rates relief scheme from The Welsh Government for eligible BID Members, effective from April 2019. Before this we helped deliver the tier 1 and tier 2 rate relief scheme worth over £200,000, and we secured a position as Special Advisor on the £1.3 billion Swansea Bay City Regions, with £800 million being spend in our BID area.

We also worked with the Local Authority to deliver a comprehensive feasibility study on the pedestrianisation of Wind Street which we will be looking to hopefully take forward into operational deliver.



In September 18 we appointed a new Ambassador who has visited BID Members 1,250 times and worked on more than 260 activities.

Over the year we:

- Delivered more than £1,550 per day savings for BID area workers.
- Facilitated £1.5 million of funding/grants for new and existing BID area businesses.
- Identified over £16,000 of essential running cost savings for BID businesses via our bespoke procurement scheme.



- Established BID Against Business Crime as a Business Crime Reduction Partnership.
- Joined the National Business Crime Reduction Partnership.
- Established new business intelligence meetings.
- Established a Hospitality Forum and a Door Security Forum.
- Launched Best Bar None.
- Key partner in retaining the Purple Flag accreditation for the 5th year.
- Increased City Centre radio users to 150 business.
- Secured one of the best radio hire costs for our BID members in the country.

Cleansing & Enhancement

For nearly a decade we have been removing chewing gum from the pavements in the BID area this equates to more than four million pieces.

We again secured £10,000 in match funding to enhance delivery of chewing gum removal scheme and also received Chewing Gum Action Group support for education campaigns. We continued to deliver our free private realm graffiti removal service and have worked with the Local Authority to provide deep cleanse projects during pre-peak trading times.



Over the year we:

- Provided 1,260 additional cleansing hours.
- Street washed over 15,000 square metres.
- Deep cleansed 34 streets.
- Answered 100+ rapid response calls from businesses.
- Removed over 60 pieces of private realm graffiti.
- Removed more than 600,000 pieces of chewing gum.
- Facilitated in the provision of over 100 hanging baskets.
- Enhanced overgrown and unsightly areas reported by businesses .

FINANCE OVERVIEW 2018-19

Swansea BID is in a strong financial position half way through its 3rd five-year term. The BID levy, which is our primary form of income, is by law collected by the Local Authority and transferred to the BID upon receipt. The collection rate for this year is 97.4 percent. This is an exceptional collection rate which is testimony to the efficiencies of the systems in place and the widespread support of Swansea BID.

It is worth highlighting that Swansea BID is exempt from corporation tax on trading profits. Management and overheads expenditure represents 16.8 percent of the year's expenditure which is plus 3 percent lower than the National BID's industry guidance.

Details of our annual accounts will be available on Companies House and on our website <https://www.swanseabid.co.uk/documents/> if businesses would like to see a more detailed and timely reflection of Swansea Business Improvements accounts.

Swansea Bid is funded through a BID Levy calculated as 1 percent of the rateable value of each hereditament in the BID area. This comprises circa 871 commercial buildings.

The figures below show a breakdown of the budget for the Swansea BID.

Jennie Clements FCA | Clements Jones Accountants - BID Company Secretary & Vice Chair

INCOME 2018/19	
BID Levy	£409,000
Non Levy Income	£28,000
Surplus & Contingency from 17/18	£38,700
Total Income	£475,700

EXPENDITURE 2018/19	
Parking & Transportation	£64,000
Safety & Security	£74,000
Marketing & Events	£110,000
Commercial Business & Facilitation	£76,000
Cleansing & Enhancement	£32,000
Levy Collection	£18,000
Overheads	£79,000
Total Expenditure	£473,400
Carried Forward	£2,300

2019 AND BEYOND

Being in business for 13 years we have delivered a huge amount of projects, schemes and services that have made a difference and continue to do so, day in day out. As a pioneering UK BID it is pleasing to see projects and schemes similar to ours being emulated by other BIDs.

We will continue with our projects and initiatives and will build on our successes to date while continuing to seek out new ways on ensuring the City Centre provides a vibrant and profitable environment for our members.

We have a host of new projects, schemes and services in the pipeline during these exciting times in the BID area regeneration journey.

Additional projects that further support and benefit City Centre businesses will be reviewed within the constraints of BID income, in line with the aims of Swansea BID.

Company Information

A: 1 Picton Lane | Swansea | SA1 4AF

T: (01792) 475021

E: info@swanseabid.co.uk

Company Reg No: 5893941 England and Wales | VAT Number: 879490656

www.swanseabid.co.uk

[f](https://www.facebook.com/SwanseaBID) /SwanseaBID [t](https://www.instagram.com/SwanseaBID) @SwanseaBID



BUSINESS IMPROVEMENT DISTRICT