



BUSINESS IMPROVEMENT DISTRICT

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

ANNUAL REPORT 2019/2020

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CHAIR'S WELCOME



Challenges at a national and local level have been at the heart of much discussion, with high streets up and down the country adversely affected by uncertainty, reduced consumer confidence and changing behaviours and attitudes.

That said, Swansea City Centre's future looks optimistic as plans for growth continue at pace and the large-scale regeneration and redevelopment works offering clear signs that Swansea City Centre has already begun an exciting new chapter in its history.

As always, Swansea BID continues to act as the strong recognised and respected representative voice for business in a time of great change. We are making great progress in joining up the physical infrastructure improvements with business operations, not just from the area, but from far and wide. As such, our investment into the City Centre has seen a greater shift and focus on delivering more services that embrace the need to create a positive experience for all.

Our focus is, and has always been, on representing you, our BID area Businesses, delivering the support and value you and your business needs using a solutions based approach that delivers. Our principles and pledges remain the same, and our commitment to you, the city centre business community, is unwavering.

As with any business, we are continually adapting to the current business climate, creating strategies and plans with the support of our partners so we can make a difference to our town centre. I am proud to say that Swansea BID is very much at the heart of the change taking place in our BID area as we strive to create Swansea City Centre as the commercial hub of the Swansea Bay City Region in which to work, live, visit and do business.

On your behalf, we will continue to offer you a voice, representing you, your views and needs, while working with partners such as South Wales Police, City & County of Swansea and The Welsh Government on the issues that matter most to us all.

I would like to take this opportunity to thank our BID Board members and office team, who devote a considerable amount of un-remunerated time to ensure that effective and challenging strategies are formulated to deliver against our pledges, making a positive difference to the environment in which we all operate. As ever, our office team, led by Chief Executive Russell Greenslade, are resolutely committed to supporting your needs as a business.

Juliet Luporini | Chair of the Board

CHIEF EXECUTIVE'S WELCOME



Nationally, businesses are generally hampered by ongoing uncertainty in the economy which has resulted in reduced consumer confidence and tougher economic conditions in which businesses from all sectors must operate.

However, I am encouraged by the current transformation we are seeing in Swansea City Centre, with positive progress being made to the landscape and environment all around us.

Much of the discussion continues, as expected, to focus on the regeneration programme of the city centre. It is important to note that the regeneration plans, which include improvements to infrastructure, are the sum of over 10 developments. We are witnessing a period of real change, concrete change, which we can now reach out and touch.

The team are focused on delivering the pledges in every situation, creating positive outcomes needed for you and your business, and the City Centre. We have embraced the need to make the BID area a better place to shop, visit, stay, study and do business.

The experience of the city centre must be a positive one with our Rangers, Taxi Marshals and Night Time Rangers are central to that. Our day time and night time cleaning team are our unsung heroes, as many of our major footfall streets are deep cleaned, delivering a fresh look and feel to the pedestrian walkways of our city centre. Investing in your safety remains a constant focus for Swansea BID. We have strengthened our relationship with South Wales Police to deliver greater tangible results, increased visibility and offering you and your business further added value.

The need to understand your individual needs is pivotal to what we do to make a difference to you and your businesses. Our activity focused on providing a one-to-one service of updates and information, supported with digital communications, so that you feel more engaged with your city centre.

I would like to thank to you, our levy payers, for your continuing support, as we deliver out projects and initiatives aimed at making a difference to you and your businesses. Again, my personal thanks to our small team, who are committed to representing and delivering on your behalf. They are a talented group of individuals committed to making sure Swansea City Centre is seen as one of the best places to shop, study, stay, visit and do business.

Russell Greenslade | Chief Executive

ABOUT SWANSEA BID

INCREASING | CREATING | PROMOTING | DEVELOPING | IMPROVING

As Swansea BID approaches the end of its third term, we are now delivering a mature program of events, services, projects and initiatives across the Swansea BID area for our levy payers and stakeholders.

Swansea BID is an exciting initiative, developed by the business community back in 2006 to nurture the interests and the ongoing success of the City Centre. We are the only Business Improvement District in our Country to hold the British BIDs Accreditation which is the industry recognised standard, externally assessed by independent auditors, and designed in line with the National BID Criteria and the National Guiding Principles providing reassurance to levy payers that the BID has effective governance in place and is accountable, transparent and trustworthy.

Swansea BID is focused on delivering its business plan to make the City Centre a better place to shop, stay, study, visit and do business. We work with our partners to improve experiences, raise standards and to add value for businesses and visitors.

Instigating new ideas, events and activities while amplifying existing initiatives, BID is delivering on its aims to improve Swansea City Centre, to extend its appeal and to celebrate its successes to wider audiences while developing the city's skills and talents.

Swansea BID is an independent organisation, governed by a Board of Directors drawn from a range of City Centre businesses, who work to support all our levy payers and to represent their views.

Swansea BID is now a multiple award-winning company and is nationally accredited. We are proud that our BID area businesses voted for the company to continue its work in 2011 and 2016. Our businesses will be balloted again in 2021 and we hope they will extend their support to us once again, as Swansea City Centre enters what is arguably its most exciting chapter.

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

The BID Board provides strategic direction and input and is responsible to stakeholders for the conduct, performance and due governance of the BID Company.

It is also responsible for setting the annual budget and monitoring finances throughout the course of the year. Membership of the Board is voluntary and directors are unpaid. The Board's structure reflects the number and types of business in the city centre and consist of BID levy-paying businesses/organisations. The Chief Executive of the BID leads a small dedicated team responsible for planning and delivering all of the BID's projects and activities who reports to the board on operational performance and financial matters at the monthly board meetings.

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

Andrew Parry-Jones | 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

Andrew Douglas | Business Liaison Manager

Brendan Bottomley | Evening & Night Time Economy Officer

Madeline Littlejohns | Project Support

Steve Gallagher | Business Crime Reduction Manager

TEAMS ON THE STREETS



Rangers*

Adrian McGrath | Damien Edgell | Jay Harry | James Thomas

The Rangers 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



Our Taxi Marshal team helps improve people's experience of the City Centre at night. The team works collaboratively with partners of our Swansea Against Business Crime Reduction Partnership (SABC) 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



Our Night Marshals work collaboratively with partners and Swansea Against Business Crime Reduction Partnership (SABC) on crime prevention, and to help identify anti-social behaviour. 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



Our cleansing team has been helping enhance the look and feel of the City Centre during the day and night time economies. The Swansea BID cleansing teams are highly visible, carrying out an enhanced cleansing service, with a programme of planned street washing, chewing gum removal, waste collections and deep cleans in key areas, as well as reactive cleans on both public and private property including private realm graffiti removal, responding to

direct requests from businesses.

PROJECTS

Parking & Transportation

Over the year we supported and promoted:

- FREE car parking on Small Business Saturday
- £3 for 3 hours at St Davids Multi Storey Car park
- £1 for 3 hours at St Davids Multi Storey Car park
- FREE Sunday parking at all Local Authority City Centre car parks
- Boxing Day park & ride service
- Santander bike share scheme



Safety & Security

Over the year we implemented new projects/schemes, working closely with the media to help improve perceptions. We also worked with public sector partners supporting Have A Heart rough sleepers/homeless project, Ask Angela, Vulnerability and Counter Terrorism Training the help point and safe zone.

- Rangers have covered 3,000 miles, 3,100 Business visits and 17,160 activities
- Over 1,100 outcomes delivered by Night Time Marshal team
- Taxi Marshals dealt with over 310,000 people
- Helped reduce ASB by 6.3% in the daytime and 32.9% in the evening and night time working with South Wales Police
- Over 3,600 hours of additional Evening & Night Time Economy operations
- 31% growth In our Best Bar None accredited businesses
- Retained Purple Flag Accreditation for the 6th year working with partners



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:

- Over 4M people reached through marketing campaigns
- Over 50,000 people attending events
- Over 100 media cuttings/broadcasts with an advertising value of over £165,000
- Association of Town Centre Management (ATCM) National Marketing & Branding Award winner
- 30% increase in Big Heart app downloads
- Over 16% growth in new social media followers

Commercial Business & Facilitation

Over the year we have further developed and strengthened 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 supporting the areas regeneration plans and day-to-day business operations.

This year we have again 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 helped sustain existing businesses through our day-to-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 UWTSD.

We also worked with the Local Authority to deliver a comprehensive feasibility study on the pedestrianisation of Wind Street securing funding through BID investment.

Over the year we:

- £360,000 Savings for BID area businesses and staff
- Provided hanging baskets and planters with over 16,680 plants to businesses and in public realm
- Delivered over 12 business meetings and gatherings including a partner in delivering the first City Centre conference attracting over 1,500 businesses including BID area businesses
- Our Creative Bubble scheme with UWTSD delivered 77 events recruiting 7,835 people into the area
- Finalist in The Great British High Street Champion Award
- Created and Host Swansea Against Business Crime reduction partnership
- 100+ Mini Christmas Trees with lights provided for independent businesses
- Wind Street pedestrianisation infrastructure project funding secured returning an ROI of 3000% subject to successful ballot in 2021
- 147,500+ Facilitated in grant funding for property enhancements working with private and public sector partners
- Working in collaboration secured £2,500 off or FREE business rates for hundreds of BID area businesses
- Hosted Wales First Minister Carwyn Jones at our Creative Bubble project
- Big Screen advertising provided to businesses returning an ROI of 59%



To keep businesses updated and ensure their interests are represented, we achieved:

Over 100,000 combined page views on two managed websites. Created and managed the content and refined the two websites to underline our commitment to keep businesses updated on all the latest news, developments and policy changes taking place in Swansea City Centre and to highlight the progress being made by the BID against its pledges to make a difference.

Over 20,700 followers on LinkedIn, Twitter, Facebook, Instagram.

To align with the trends online, we instigated a strong social media strategy across our four platforms: Twitter, Facebook, Instagram and LinkedIn. As businesses, we are increasingly using social media as a vehicle for communication. It has become imperative that we provide engaging content and regular updates for both Swansea BID and The Big Heart of Swansea.

Over 5,000 recorded interactions with the business community

The interactions between our street teams and the business community are managed and recorded.

Our teams provide practical support to the local business community through day-to-day liaison; they assist with the promotion of business events and activities and act as a two-way communication with the rest of the Swansea BID team, so we can optimise support as a whole.

With regular communication, both on and offline, we ensured that the views and opinions of the business community were supported and their interests were represented effectively.

Over 51,300 communications sent to businesses

Promoted Big Heart of Swansea offers through the app and website, resulting in over 296,000 communications throughout the year. 32% unique open rate on our eBulletins and newsletters. This unique open rate of 32% is 12% over the industry average, which shows the success of our communications.

Cleansing & Enhancement

We grew these operations this year with the development and implementation of a new Evening & Night Time Economy cleansing team.

We again secured match funding to enhance delivery of chewing gum removal scheme and continued to deliver our free private realm graffiti removal and street washing working with the Local Authority to provide deep cleanse projects pre-peak trading times.

Over the year we:

- Over 680,000 pieces of chewing gum removed
- Over 17,000 sq mts. of streets washed
- Over 340 private realm graffiti tags removed
- Over 1,540 additional cleansing hours delivered in the BID area
- Over 15,700 litres of waste and 3,000 bottles collected



FINANCIAL OVERVIEW

Swansea Business Improvement District is a not for profit company limited by guarantee. It operates in a transparent way within the regulations set up by the government on Business Improvement Districts.

Swansea BID is in a strong financial position as to enters its last year of its 3rd 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 97.8 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 18 percent of the year's expenditure which is plus 2 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 879 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 2019/2020	
Levy Income	£422,000
Additional	£33,000
Contingency & Surplus 18/19	£26,200
Total	£481,200

EXPENDITURE 2019/2020	
Parking & Transportation	£42,000
Safety & Security	£76,000
Marketing & Events	£99,000
Commercial Business & Facilitation	£79,000
Cleansing & Enhancement	£48,000
Levy Collection	£18,000
Administration	£77,000
Contingency	£21,100
Total	£460,100
Surplus Carried Forward	£21,100

GOING FORWARD

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 as we enter our final and ballot year in 2021.

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.

COVID-19 & BEYOND

At the time of writing this annual report we are living and working through unparalleled times. Our businesses across all sectors are telling us about the huge impact the coronavirus pandemic is having on their businesses, life, staff and well-being.

Swansea is in the same position as every city when it comes to this worldwide crisis and we will face serious challenges once we reopen fully, together. As a Business Improvement District with over a decade of experience we will play a vital role in getting footfall back into the BID area. We have been working with, and we will continue to work with key stakeholders, includes City & County of Swansea and The Welsh Government, to ensure there is continued forward momentum in the City Centre.

In common with all business at the present time we are unsure what our levels of cashflow will be during 2020/21. But we know a fresh, long-term vision is required, with a focus on the needs of our BID area businesses. Swansea BID will help to lead on planning for the new normal and we will allocate our priorities and budgets accordingly.

We will use our mature relationships to form smart partnerships with stakeholders to deliver a Swansea-specific, shared recovery strategy, designed to help our City Centre to thrive again.

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