



BUSINESS IMPROVEMENT DISTRICT

2021-2026

FINAL PROPOSAL

INTRODUCTION

As a Business Improvement District, we are required by law to ballot our Levy Payers every five years. This allows businesses to collectively choose to support the city centre via the Business Improvement District and provides businesses with the opportunity to craft and shape the area's future growth and development. We have secured ballots from our stakeholders in 2006, 2010 and 2016 and are now seeking support for a further five years.

Despite the challenging circumstances presented by the worldwide pandemic, Swansea BID continues to plan for our fourth term five-year plan, covering the period commencing in August 2021. A lot has changed in the fifteen years that the BID has been operating but it remains a privilege to serve Swansea city centre and its businesses. We are enthusiastic about delivering the next phase of our work and building on the successful and mature partnerships we have already formed over our fifteen years of trading as a Business Improvement District.

Swansea BID 4 will see a continuation of our key purpose, which is to improve the environment for businesses in Swansea city centre. It is our ambition to build on the excellent foundations of our last fifteen years. We will support the city in its recovery from the pandemic and 'build back better', using strong place management and marketing principles, which create increased pride in the city centre as a place to be enjoyed by residents and visitors, and in which businesses are supported to flourish.

The challenges faced in Swansea city centre are complex, and the pandemic has accelerated the pace of the changes impacting the area. Swansea BID is well-placed to help deal with these challenges and support positive change through comprehensive and innovative partnership programmes that help improve the area's economy and vibrancy.



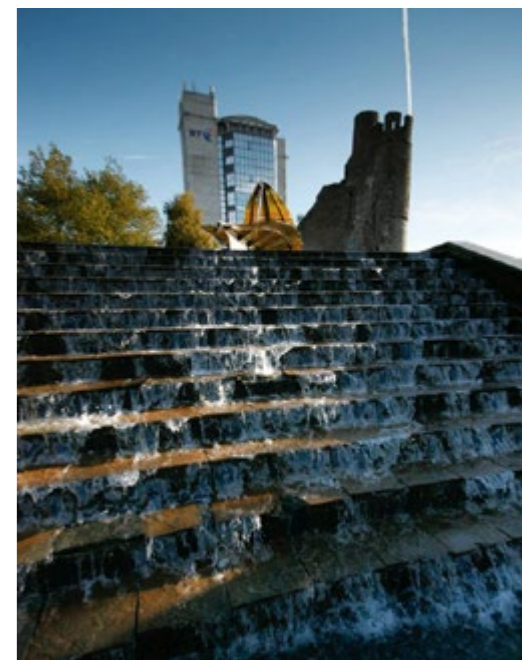
FEEDBACK

Responses to our Consultation Survey that ran 6th November 2020 – January 31st, 2021 told us the most important issues and services required from the BID by its Levy Payers are:

- Improving the visitor and trading experience and environment
- Informed communications to businesses on BID area news and relevant business matters
- Crime, street begging and rough sleeping
- Promotion of the area and its businesses
- Strong representation and facilitation with public sector bodies
- Advice, support and guidance to businesses
- Transportation costs and access
- Environmental and sustainability concerns
- Business cost reduction

We also held workshop webinars and sought feedback from national organisations, including British BIDs and The BID Foundation, who work closely with national businesses head offices.

Through this consultation and our conversations, we have developed a set of projects to take forward into Swansea BID 4 under the themes of Welcoming & Enhancing, Promoting & Supporting and Representing & Influencing.



OUR PURPOSE

Swansea Business Improvement District (BID) works with 870+ businesses and organisations, working in partnership to make your business more successful and the city centre a better place to shop, stay, study, visit and do business.

Swansea BID is one of c. 328 BIDs across the UK and Ireland which collectively deliver over £130 million of investment and improvement into towns and city centres. Our mission is to deliver these three key areas in our 4th term:

WELCOMING & ENHANCING

The visitor experience is an increasingly important element to the success of city centres. Swansea BID will continue its work with partners to enhance the BID area's overall appearance, whilst further developing crime prevention, customer welcome and safety initiatives to ensure Swansea city centre moves forward in establishing itself as a safe and welcoming place.

PROMOTING & SUPPORTING

Swansea city centre has so much to offer, and we will continue working to maximise its potential. Through seasonal experiences, promotional activities and marketing campaigns, the BID will promote businesses and the city centre to visitors and residents to help increase footfall and spend with city centre businesses.

REPRESENTING & INFLUENCING

Cities operate more efficiently when businesses and local authorities work together, and the BID will continue to grow its strong 15 year partnership, working with the public, private and third sectors. As an established partner representing businesses in the city centre, the BID is a strong, recognised and respected voice championing business needs. We will continue to work closely alongside our local and national governments helping to enable a large number of projects that support the wider strategic plan to regenerate the city centre, developing more vibrancy, attracting more footfall and supporting existing businesses and attract new investment.

GOVERNANCE

The Swansea Business Improvement District (BID) is an independent, not-for-profit private sector led and managed company. Swansea BID 4 will represent over 870 businesses that operate within the in the BID designated area, as shown on the map.

We are governed by a board of Directors by a diverse Board of BID levy paying voluntary Directors who are experts in their sectors and pay the BID levy. For our fourth term, the BID levy paying Board will continue to represent the geographical area of Swansea BID and, where possible, all business sectors.

SWANSEA BID TEAM



Alongside our small office team, the BID will continue to fund towards the operating groups on the streets, and we will add to our presence if we need to provide greater support to our stakeholders.



SWANSEA BID LEVY

We will not be increasing the 1% levy we have had in place for the last fifteen years for our next five-year period. We will also keep the Swansea BID levy threshold at £5,000 rateable value. We will continue to offer a voluntary Levy Payer arrangement for businesses below the threshold or outside the area, to enable businesses to benefit from our BID benefits and to increase the company's income to reinvest back into the business. For practical reasons, Rangers and Marshals services cannot be offered outside the BID Boundary.

Between November 2020 and January 2021, we have been consulting with businesses through surveys, face-to-face conversations (when/ where possible following COVID rules) and webinars. The fourth term of Swansea BID will run for five years, and if voted in would commence 1st August 2021. The BID levy will be applied to all business rate payers with a rateable value of £5,000 or more within the area defined by the dotted line on this map.



OUR PLANNED PROJECTS

Going into the Swansea BID part 4, we will continue our existing practical projects and strategic plans growing them in line with demand, resources available and the exciting ongoing c. £1b+ investments that are happening now and opening in Swansea BID part 4.

Additionally, we will further develop:

- Swansea Against Business Crime Partnership
- Business sector forums
- Lobbying on essential issues for businesses
- Partnership working with Swansea Council, Welsh Government and organisations responsible for managing physical change in the BID area
- Year-round bottom-line benefits for businesses including potential savings on business insurance, printing, cleaning, safety inspections and more
- Year-round business and staff training and upskilling
- Partnerships and collaboration with universities, public and third sectors

We are also work towards creating the following new projects for Swansea BID 4:

- Green projects in keeping with the BID area's Green Infrastructure strategy, benefitting stakeholders
- Scale-up positive communications of the businesses and the BID area
- Update and invest in to improve our Big Heart of Swansea brand platforms, data, digital and technology
- New sector forums with the BID providing meeting facilities and admin support
- A programme of campaigns to create stronger links between staff working in the growing number of offices within the BID area



FIND OUT MORE

This is your BID, and we want to make it work for you.

On Our Website

www.swanseabid.co.uk/2021-ballot/

In Person

We continue to offer pre-arranged 1-2-1 meetings (following government rules) and virtual meetings via Zoom or Teams. We will also hold several Zoom webinars with keynote speakers on relevant topics, kindly hosted by our partners at the University of Wales Trinity St David's.

By Phone

If you would like to discuss anything by phone, give us a call us on 01792 475021.

By Email

If you want to contact us by email, please email us at info@swanseabid.co.uk.

KEY DATES

February 2021: Final Draft Proposal launched

May 2021: Swansea BID Business plan launched

13th May 2021: 42 days notice of ballot

27th May 2021: 28 days notice of ballot

24th June 2021: Close of ballot

25th June 2021: Ballot results



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 /SwanseaBID](https://www.facebook.com/SwanseaBID) [@SwanseaBID](https://twitter.com/SwanseaBID)



BUSINESS IMPROVEMENT DISTRICT