

## LEADING THE WAY

Since our inception back in 2006 as the first BID in Wales and one of the first in the UK, we have been leading the way to help make beneficial things happen in the Swansea city centre BID area.

Our ambition has always been to drive the Swansea city centre BID area forward with powerful and productive partnerships which transform the area and provide inspirational leadership to instigate new ideas and amplify existing initiatives through informed and innovative investment.



## BALLOT

We are pleased to announce that we secured a Wales record breaking 4th term ballot with 77.4% Yes and 76.9% Rateable Value

This ballot success means we can now begin to delivery our ambitious five-year plan launched to aid recovery from the start of the new BID term on 1st August 2021.

We are very pleased to be able to continue the work we do within Swansea city centre via the BID and our Big Heart of Swansea consumer-facing brand, and we are grateful for this vote of confidence from our businesses, particularly during what has been a very tough year for us all.

It has been a privilege to support our BID area businesses during this difficult time – and for the past 15 years - and it is important now to focus upon the bright future ahead for Swansea city centre.

The very impressive ongoing regenerations is one of the most visible signs of this future, as is the large number of ambitious business owners who have set up in Swansea in the past year. We are going to be central to this story of growth and success.

Our plan for the five years ahead includes scaling up our services, investing in data, digital and technology to provide more insight, green infrastructure projects support stakeholders, attracting more visitors and even greater collaborative working with public sector partners to name a few.

Our project themes are:

1. Welcoming & Enhancing
2. Promoting & Supporting
3. Representing & Influencing

## INCOME 20/21

Levy	£286,000
Additional	£48,000
Surplus and contingency from 19/20 b/f	£40,000
<b>Total</b>	<b>£374,000</b>

## FORECASTED INCOME 21/22

Levy	£370,000
Additional	£20,000
Surplus and contingency from 20/21 b/f	£77,000
<b>Total</b>	<b>£467,000</b>

## EXPENDITURE 20/21

Parking & Transportation	£16,000
Safety & Security	£67,000
Marketing	£68,000
Commercial Business	£45,000
Cleansing	£40,000
Levy Collection	£6,000
Administration	£55,000
Contingency	£15,000
<b>TOTAL</b>	<b>£312,000</b>
Surplus	£62,000

## FORECASTED EXPENDITURE 21/22

Welcoming & Enhancing	£120,000
Promoting & Supporting	£115,000
Representing & Influencing	£110,000
Levy Collection	£20,000
Administration	£70,000
Contingency	£20,000
<b>TOTAL</b>	<b>£455,000</b>
Surplus	£12,000



**BUSINESS IMPROVEMENT DISTRICT**

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

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**INCOME & EXPENDITURE  
2020/2021**

# RESPONDING

## SWANSEA BUSINESS IMPROVEMENT DISTRICT

In 2020/21, Swansea BID swiftly responded to COVID-19 and put a recovery framework in response to the pandemic emergency, from crisis management to future transformation. We have remained agile in our response and have reallocated resources to support businesses.

### INFORMATION TO GOVERNMENTS

We participated and provided vital information to nationwide lobbying for business support and worked closely with the local authority, governments and national bodies. We provided insight to decision-makers helping influence support and grant funding for our businesses.

### PARTNERSHIP WORKING

Using our fifteen years of partnership working, we stepped up. We provided leadership to our businesses ensuring support was coordinated, and our BID area operated effectively, managing fast-moving and very fluid circumstances.

### BUSINESS SUPPORT

We significantly scaled up our communications with our levy payers, sharing updates from trusted sources, ensuring clear and concise messages. We also provided emergency support by continuing to be at the end of the phone and emails seven days a week throughout the pandemic. We ran and facilitated webinars to ensure our businesses could ask local authority departments and industry experts questions.

### STREET TEAMS

The Ranger team we fund towards continued to operate and provide an excellent service throughout the COVID pandemic to our essential businesses and staff and ensure non-essential companies were safe and that any issues reported swiftly.

The BID office team and Rangers continued to work closely with South Wales Police through the pandemic. Police Officer presence was increased in the BID using our intelligence to allocate resources helping deter and manage anti-social behaviour and criminal matters.

Our cleansing team also continued to operate through the pandemic sanitising outside areas of essential businesses and public spaces, removed graffiti, and provided rapid response cleansing services to essential companies. They also worked in partnership with our Local Authority to undertake street cleansing in preparation for the city centre reopening's.

### SIGN POSTING COMMUNICATIONS

We significantly increased our signposting and communications promoting businesses that remained open and hospitality businesses offering takeaways through our digital platforms.

# REOPENING



## COVID RANGERS

We supported the local authority in securing funding for 4 COVID rangers helping the existing ranger team on a day-to-day basis. This specific team focuses is on social distancing, public communications and assisting the permanent ranger team on daily duties.



## CO-ORDINATION & COMMUNICATION

Our scaled-up proactive and targeted communications included providing information on relevant sector-specific COVID regulations to businesses and updating when needed. Our mature partnership working, and insight led to successful reopening plans implemented through a well-established and experienced multi-agency approach. This included branded signage and messaging in the BID area and a series of webinars to support our businesses as they prepared to reopen after the lockdowns.



## REOPENING PACK

We sourced over 5,000 items of PPE from local businesses to keep the spend local supporting the foundation economy, provided companies with free risk assessments working with local professional consultants, COVID safe and messaging posters and thousands of keeping your distance floor decals. Through our long-standing relationship with the University of Wales Trinity St David's, we took delivery of c. one thousand visors to provide to our businesses, helping them get back on their feet quickly when reopening.

# RECOVERY

## MARKETING & PROMOTION

We launched our Shop Local campaign over Christmas, securing more than **£14,000** in external funding to support it. Our Shop Local campaign reached more than **1m** people and boosted digital engagement by **17%**.



## TRANSPORTATION



Using our mature partnership with our Local Authority, we facilitated new parking offers of £1 for up to 2 hours and £2 all day after 9.30am in all Local Authority BID area car parks helping to swiftly recruit and retain people into the area and our businesses.

## OUTDOOR ADAPTION GRANTS

We led on the outdoor adaption grant for the BID area. We worked with eligible businesses to provide over **£280,000 in grant funding** to transform their outside areas, enabling them to trade through and beyond COVID in line the Government guidelines.

## GOING FORWARD

Swansea BID is at the heart of the continued growth, marketing, and management of the city centre's commercial aspect, making those confident statements about the city's incredible strengths, successes and appeal and celebrating its uniqueness while resulting in a lasting economic effect, bringing business benefits.

Collaboration is vital, with inspirational leadership and strong working relationships across the city centre delivering impact—Swansea BID is best placed to respond nimbly to the needs and requirements of those in the BID area.