

Income & Expenditure

2021/22

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BUSINESS IMPROVEMENT DISTRICT

The Bid

As the Swansea City Centre bid's 1st year of its 4th term year reaches a close, the resilience, adaptability and strength shown by every business affected by the pandemic, and we do mean every business continues to astound us.

Throughout the year, we have continued to help keep our city centre safe, clean, and welcoming for everyone. The needs of you, our levy payers, are always at the front of our minds as we work alongside the council and police to ensure you receive the services and support you need.

In June 2021 you supported the BID in its Country record breaking 4th term ballot with the term running until July 31st 2026.

In this ballot we increased our mandate by a whopping 11% illustrating the strong support for Swansea City Centre BID from the areas organisations.

Our priority for the year ahead will continue to be the recovery of the City centre, with an increased focus on encouraging people back into the city centre to work and visit.

Our cleansing, safety, placemaking and marketing work are fundamental to this, along with enhanced investment in the build up to seasonal and key events.

A central driver, SwanseaBID spearheads the joining of forces and resources to address issues, make things happen and improve outcomes in the City centre.

Many great partnerships, projects and initiatives exist across Swansea City Centre. SwanseaBID strength is in brining the individuals, businesses and sectors behind these together to work collaboratively for the greater good for the City.

Thank you to the hundreds of businesses who have engaged with us during this challenging year to ensure we remain focused on delivering for you, our levy payers.

Welcoming & Enhancing

Rangers*

Visited businesses	Delivered	Assisted	Walked a distance of
5,100	5,665	4,812	170
times	activities	visitors	marathons

* BID invests in the Ranger team that are managed by our Council. Statistics are produced by the Senior City Centre Ranger on behalf of the Council's City Centre Management service.

Night Marshall's

Provided over	Over	Dealt with over
1,000	10,000	250,000
additional hours of security operations during the Night Time Economy	litres of waste collected	people

Cleaning Team

Power washed an area the size of	Removed over	Removed over	Provided
10	1,000	100,000	6,200
rugby pitches	graffiti and tags	pieces of chewing gum	additional hours of cleansing operations

Promoting & Supporting

Grown social media channels by **16%**

Marketing campaign seen/heard by **+7m people**

Gift cards sales totalling **£2,000**

Media value coverage secured **£105,200**

Number of businesses supported by business grants **300**

Savings delivered for businesses **£144,000**

Requests for support assistance and advice for levy payers **1,000**

Representing & Influencing

Represented levy payers facilitating over

£1.6M
in business grant support

Provided DISC to levy payers

FREE
of charge

Provided

142
Store-Net/Nite-Net radio systems along with training and support

Delivery free vulnerability training for our hospitality sector and established national Safe Places scheme that has over 50 bid levy paying business part to it.

Through national board representation with recognised national industry bodies, we played an active role at a national level on policies affecting our levy payers.

Facilitated new parking offers of £1 for up to 2 hours and £2 all day after 9.30am at all BID area Council car parks.

Represented levy payers as part of a multi agency application to secure

£184,000
in additional funding

Supported the implementation of a new

PSPO
(Public Service Protection Order) used by Rangers

Established

NEW
Business Crime Reduction Partnership

Income & Expenditure 21/22

Forecasted Income & Expenditure 22/23

Income 2021/2022

BID Levy	£275,000.00
Other Income	£30,000.00
Surplus & Contingency b/f from 20/21	£140,000.00
Total	£445,000.00

Forecasted Income 2022/2023

BID Levy	£370,000.00
Other Income	£20,000.00
Surplus & Contingency b/f from 21/22	£33,000.00
Total	£423,000.00

Expenditure 2021/2022

Welcoming & Enhancing	£125,000.00
Promoting & Supporting	£100,000.00
Representing & Influencing	£97,000.00
Levy Collection	£20,000.00
Administration	£70,000.00
Contingency	£11,600.00
Total	£423,600.00
Surplus C/F	£21,400.00

Forecasted Expenditure 2022/2023

Welcoming & Enhancing	£112,000.00
Promoting & Supporting	£100,000.00
Representing & Influencing	£90,000.00
Levy Collection	£20,000.00
Administration	£70,000.00
Contingency	£18,500.00
Total	£410,500.00
Surplus C/F	£12,500.00



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SwanseaBID is a business led organisation and therefore feedback, thoughts and suggestions are always wanted and welcomed.

We encourage levy payers to proactively get involved with the BID to make the most of the services and opportunities available.

The latest news and advice can be found on the BID website. Sign-up to our regular e-newsletter for updates direct to your inbox, or follow SwanseaBID on Facebook, Twitter and LinkedIn.



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