





# Swansea Business Improvement District (BID)

# What is a Business Improvement District?

- A Business Improvement District (BID) delivers a sustainable financial model to a defined geographical area of a town, city, commercial district or tourism and visitor area, where businesses have voted to invest collectively in local improvements in addition to those delivered by statutory authorities.
- A BID is not a substitute for central or local government, but an additional investment to strengthen the local economy and give businesses a unified voice as to their understanding of each other's priorities.
- Before agreeing to fund the additional investment the businesses within the proposed BID area will determine the issues and decide how their money will be spent and how much they are prepared to pay...a business plan is created.

# Why? History of the Swansea BID

- Pre BID the situation within Swansea was one of :
- Frustrated businesses with no voice or clear communication channel
- A realisation of the mistakes made which lead to city centre degradation
- An unsatisfactory trading environment and lack of investment

# How the BID works in Swansea?

- The BID in Swansea is a City Centre BID which covers both the daytime and night time economy.
- Swansea BID is funded by a 1% levy on Business Rates from Businesses in the BID area...£500,000 annually.
- It has strengthened the local economy and given businesses a unified voice as to their understanding of each others priorities.
- Businesses within the BID area determine the issues and decide how their money will be spent and how much they are prepared to pay. Within Swansea this resulted in a comprehensive business plan.
- Both the interests of small and large businesses are protected through the voting system that requires a majority in the numerical votes cast and the rateable value of votes cast.
- A BID can last no more than 5 years. Swansea is into its second term.

# BID District



# Purpose of the BID

- To improve and enhance the trading environment making it as vibrant as possible
- Increase foot flow and hence trade and profitability
- Support and attract businesses to the area...meanwhile use etc
- It provides a clear channel of communication..empowerment and engagement of local businesses to recognise the needs of their economic environment and respond to them
- Provide investment into the City centre...approx 3m in the last 6 years...250m has been invested in the UK
- Mechanism for collaborating working enabling greater synergies of resourcing and the achievement of goals ( vision, strategic direction, regeneration of town/city centres backed by a sustainable financial model)
- Creation of a dynamic working interchange between the private and the public sectors strengthening local economies sustainably by use of the human resource as well as the physical resources

# Key objectives of Swansea BID

- Prior to the Ballot taking place businesses indicated the objectives that needed to be delivered and a business plan was produced .
    1. Car Parking & Transportation
    2. Safety & Security
    3. Marketing
    4. Supporting and Attracting Business
    5. Cleansing
- \*bespoke plan



# Swansea Live



# What we have achieved

- Reduction in violent crime & disorder by 68%
- Reduction in retail crime by 21.1%
- Reduction in anti social behaviour by 9.3%
- General reduction in crime by 10.2%
- Won the British Cleaning Councils City Centre award 2009/2010 making Swansea the cleanest City Centre in Wales.
- Brought in thousands of extra people through events
- Brought in over 300,000 cars through FREE car parking projects
- Put Swansea on National TV for the first time, seen by millions
- Delivered over £1.5 m worth of FREE media coverage
- Radio and press campaigns have given 2m people the opportunity to read and hear about businesses and Swansea City Centre
- Swansea Premier City Centre loyalty card

# Vyniling empty unit project



# What we have achieved

- Removal of 1.3 million pieces of chewing gum
- City centre app
- An entrepreneurial pack to attract new businesses
- Art across the City
- Reduction of baseline costs for businesses eg. recycling, Store Net and energy savings
- Working with the LA BID delivered Park and Ride voucher offers in West Wales along with discounted car parking in High Street
- BID agents pack to attract new businesses country wide

# Cleansing

Swansea City Centre Won The British Cleaning Councils City Centre Award 2009/2010 making it the cleanest City Centre in Wales.



# Safety & Security Teams



# BIDs, Regeneration and true Partnership

- A BID brings all the major stakeholders and interested parties together in pursuit of common goals in the improvement of cities, towns and villages
- It facilitates regeneration in towns and cities by engaging and empowering businesses and allowing LAs to understand the needs of businesses, thus driving change forward with a united voice
- The BID model facilitates fundamental change which is backed by financial sustainability and greater synergy of resources
- Regeneration and real change are not just about capital and physical spend they require the engagement and motivation from all the community to make a real difference the BID vehicle promotes and allows this to happen, in the truest sense of a partnership backed by finance from both sides.
- Working in partnership through the BID in Swansea continues to create and promote a culture that is conducive to improving and sustaining the city centre during challenging economic times.

# The Swansea story so far...future aims

- The first term has emphasised the measures of success operationally which are widely acknowledged by the BID members
- During the second term the BID has matured and evolved allowing for more strategic thinking and potentially a longer term view
- With the more powerful voice and proven track record the BID aims to be involved in city centre decision making at concept and planning stage .
- The BID was successful in its application for full membership with the Development Trust Association Wales....allowing for greater funding avenues and commercial business opportunities
- British BIDs accreditation putting us in the top 10% of BIDs in the UK
- Development of commercial relationships and draw down further funding
- CEO involvement in the British BIDs Advisory Board



# The future of the BID

- The size or area of a BID is an adaptable dynamic principle/model.
- Its so diversified its an excellent tool in terms of coping with the different stages of the trade cycle.
- It provides great communication between the needs of the businesses and the Local authority.
- Every industrial estate, town or city centre will eventually have a BID in some form providing invaluable communication.
- A BID gives the businesses the tools and means to help themselves in an expert and specialist way using a proven concept.
- Resources are freed up for the Local Authority to concentrate on other areas and aspects of delivery.

# A successful BID

- Needs to have the following ingredients:
- Be run as a private enterprise
- Include visionaries
- Formed by a courageous thinking communities and local governments
- Encompass an ability to listen with a culture of a working partnership which allows free communication

# Swansea City Centre

