

Big City BIDs Conference Spring 2018



MANCHESTER
BID



THE BID
FOUNDATION



Welcome

Vaughan Allen

CityCo/Manchester BID Chief Exec

manchesterbid.com @manchesterBID



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NORTHERN
BIDS GROUP



Institute of Place Management



Session 1

Renewal Feedback

Session chaired by Phil Schulze, BID Manager, Manchester BID



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Brought to you by **Manchester's city centre retailers**



BUSINESS
IMPROVEMENT
DISTRICT

Manchester BID (Retail) Renewal Ballot: Year to December 2017

Primarily national & international retailers in MCR BID. Renewal campaign followed a 4 point plan:

1. Host More Events:

- Increase frequency of BID events from 2 to 6
- Events move across BID district, including collaboration with shopping centre (40% of levy payers)
- More 'city-wide' partnerships to maintain scale & PR e.g. Chinese New Year & Halloween
- Retailer focus but also targeted restaurants, as aiming to include in new BID term

2. Increase Operational & In-Kind Support for Levy Payers:

- More operational support as increasing challenge in MCR (not in original business plan)
- Via CityCo staff reporting and multi-agency partnerships e.g. rough-sleeper initiatives, counter terrorism awareness, ad-hoc street washing and sharing of business information

3. Engagement Strategy – Pre Ballot

- Used surveys & 'Shadow Board' to shape business plan, with key themes from levy payers
- Subsequently issued x3 high quality documents:
 - A 'story so far' to favourable contacts, 6 months out
 - Full draft business plan to all potential levy payers, 4 months out
 - Final business plan, issued one month out
- Focused on building 'local' contact for vote wherever possible. H.O where required, especially multiple voters
- Relatively low key press and PR presence. Concentrated on 121 relationships

4. Engagement Strategy – During Ballot

- Encouraged local & H.O voters to vote early as possible
- Divided BID by street with nominated levy payer 'champions' to help
- Prepared to courier on missing papers etc. but only a small amount required

Will Dyson
Operations Manager
Baker Street Quarter Partnership



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Stefan Gurney

Executive Director
Norwich BID



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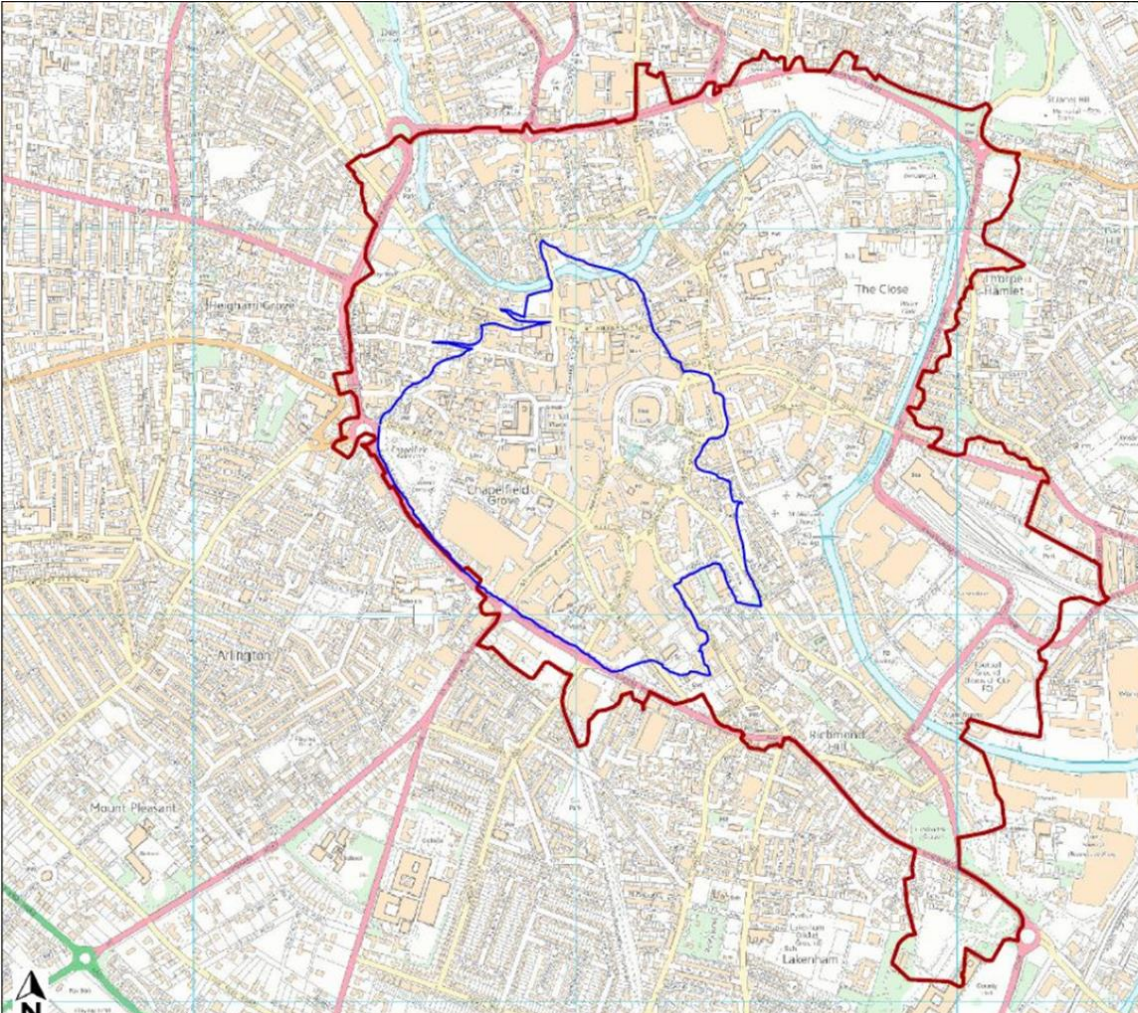
BIGGER BOLDE R BETTE R



Norwich BID – Term 2



Vision – “Make a clear positive impact on the vitality of our city centre and the success of businesses within it.”



- A fund to improve and enhance the commercial environment
- Run **FOR** local business **BY** local businesses
- **5** Year business plan
- **746** businesses
- **88%** by number and **94%** by rateable value voted yes.
- Board elected – **19** local businesses
- Levy payment used effectively on priorities for the city- **£5m** over **5yrs**

Promoting Norwich

- VisitNorwich DMO
- Tunnel of Light
- Season Festivals
- 400k Visitor Maps
- City of Stories
- Social Media/App

Norwich
the city of stories



PROMOTING NORWICH

The BID will be instrumental in developing innovative marketing and destination campaigns and ideas through our VisitNorwich brand. Putting Norwich front-of-mind for visitors, tourists and as an attractive commercial destination, across the UK and internationally. Campaigns will look to reach potential visitors using a range of media such as:

- The Discover Norwich App and social media to engage with communities and individuals to promote events
- Norwich the City of Stories, a national marketing campaign to attract visitors to the city
- National and regional digital campaigns
- VisitNorwich brand PR and communications
- Business promotion and Recruitment prospectus
- Norwich shopping and attractions map



Norwich Experience



- Alert Crime Scheme
- City Hosts
- Head Out Not Home
- Run Norwich



ALERT
NORWICH BUSINESS CRIME INITIATIVE



NORWICH EXPERIENCE

We will create new initiatives and campaigns to reinforce Norwich's reputation as a warm and welcoming city and one of the UK's best working, living and shopping environments:

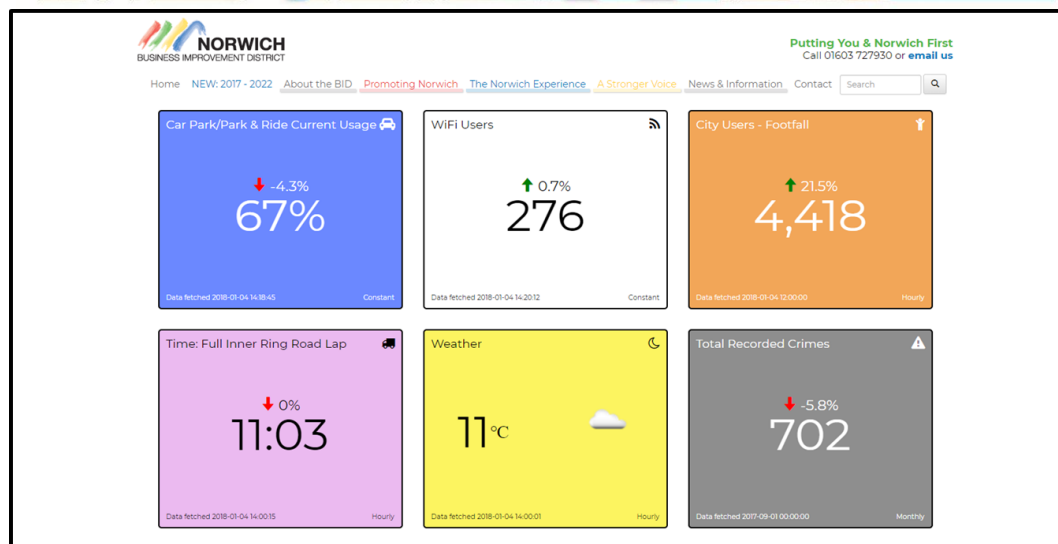
- Christmas lights or a Christmas Festival of Light
- A Norwich seasons campaign to maximise opportunities in peak periods and to drive footfall in quieter trading periods such as; Norwich Fashion Week, City of Ale, Food Festival, Noirwich etc.
- Reducing instances of begging and anti-social behaviour
- Improving signage and wayfinding
- ALERT radio and DISC scheme to help reduce crime in the city centre
- Early evening events to promote the leisure offer in Norwich and to add value to city centre visitors in the early evening economy
- City Hosts to welcome and guide visitors in Norwich
- City centre gateways, installations and attractions



Stronger Voice



- Congestion / IRR / P&R
- Data Dashboard - KPIs
- State of City Prospectus
- National Engagement
- Free BID Wi-Fi



VOICE FOR BUSINESS

We will respond with one strong voice, through lobbying, research and initiatives designed to give Norwich a competitive edge, secure investment and put additional resources into the hands of the business community. We will develop and lead initiatives to coordinate and drive the commercial sector in Norwich:

- Promotional campaigns to position Norwich as a top UK commercial destination
- Transport and access lobbying and forums
- Developing and growing business sectors/areas
- Norwich congestion monitoring
- Norwich city centre Wi-Fi
- Recycling and waste cost savings
- Vacant shop campaign
- The BIG Conversation - 3 annual sector conferences
- Skills, Education and Entrepreneurship



Q&A

Renewal Feedback

Session chaired by Phil Schulze, BID Manager, Manchester BID



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Session 2

GDPR

Session chaired by Vaughan Allen, Chief Exec, Manchester BID
and Jonathan Bryce, Project Maker, Colmore Business District



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Session 3

BIDs in Historic Locations and Tourism

Session chaired by Phil Schulze, BID Manager, Manchester BID



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Andrew Lawson

Executive Director

York BID



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Focus on Experience





Visitor economy – appearance matters to everyone

Problems



Solutions



Current wayfinding vs proposed



Declined cycle racks



**Conservation
permissions & civic
interests**

Carl Critchlow

BID Manager
CH1 Chester BID



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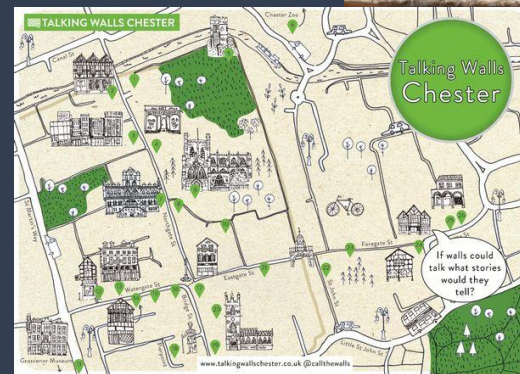
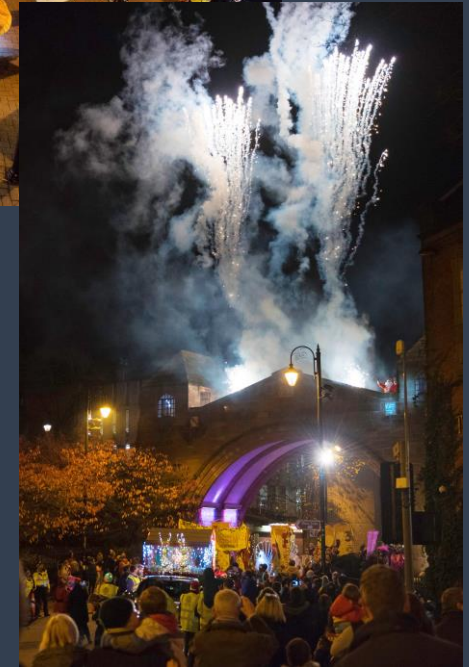


Chester BID

Shop | Dine | Play







Catherine Turness

Executive Director

Winchester BID



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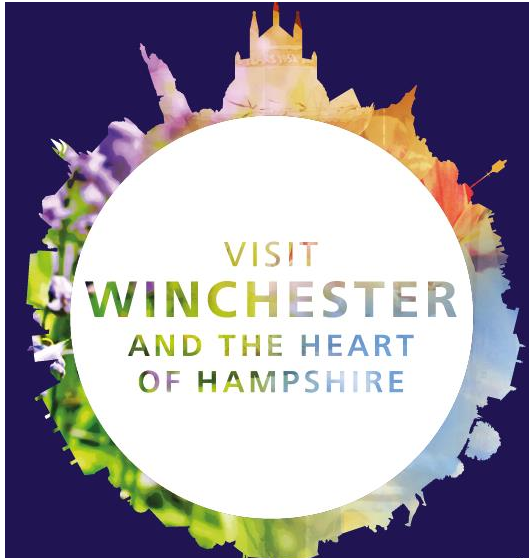
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WINCHESTER
WELCOMES 5.6
MILLION VISITORS
EACH YEAR





DESTINATION MANAGEMENT PARTNERSHIP

The Visit Winchester and the Heart of Hampshire Destination Management Partnership was originally founded because local businesses and stakeholders in the tourism sector had strong opinions about what was needed to protect the further interests of the industry and central Hampshire.



THE VISION

To increase the contribution visitors make to the prosperity and social and environmental wellbeing of Winchester and the Hampshire area of the South Downs National Park.



FESTIVALS IN WINCHESTER

festivalsinwinchester.co.uk

 WINCHESTERBID

 **Winchester**
City Council

A CULTURAL EXPERIENCE



 **WINCHESTERBID**

A COLLECTIVE CHRISTMAS CAMPAIGN



Q&A

BIDs in Historic Locations and Tourism

Session chaired by Phil Schulze, BID Manager, Manchester BID



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Session 4

Tourism and International Visitors

Bill Addy, Chief Executive, Liverpool BID Company



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Tourism, International Visitors and Liverpool BID

Bill Addy, Chief Executive

Liverpool BID Company



Liverpool
BID Company

Liverpool BID Company

Membership

- I Two Business Improvement Districts
- I 1500 levy paying businesses
- I Retail & Leisure BID founded in 2005
- I Commercial District BID founded in 2011
- I Last ballot achieved an 88% 'YES' vote
- I Future potential in Ropewalks, Baltic & Waterfront

Democratic

- I Vote every 5 years
- I Area & Sector Forums

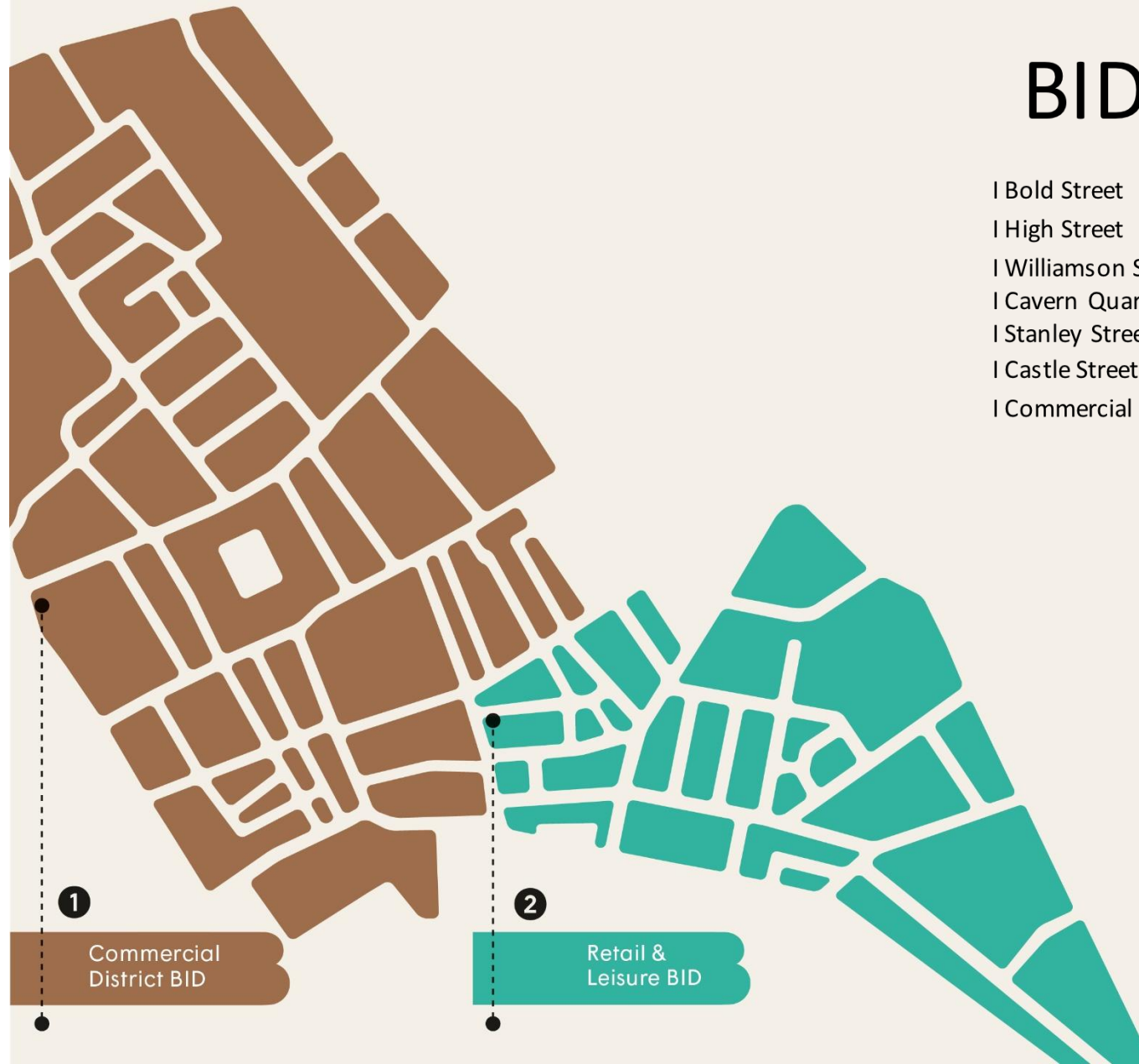
7 Days/Week Operational

- I BID Management Team
- I BID Ambassadors
- I BID Evening Ambassadors
- I BID Police Officers
- I BID City Watch Operative



BID Areas

- | Bold Street
- | High Street
- | Williamson Square
- | Cavern Quarter
- | Stanley Street Quarter
- | Castle Street Area
- | Commercial District



1

Commercial
District BID

2

Retail &
Leisure BID



LIVERPOOL 2018

EVERYDAY. EVERYONE.

#LIVERPOOL2018



© Gareth Jones
Image courtesy of
National Museums Liverpool

Visitor Economy is worth £4.3bn

62 million visitors in 2016

Generated 51,000 jobs over 10 years

Growing 8% year on year



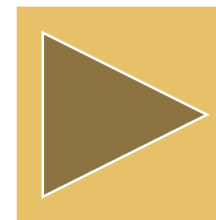


LIVERPOOL 2018
NOW'S GOOD.

#LIVERPOOL2018

5th Most visited destination for overseas visitors

3rd Best UK City in Trip Adviser Traveller's Choice Awards





LIVERPOOL 2018 LOSE YOURSELF.

#LIVERPOOL2018

Drivers for International Visitors

The Beatles

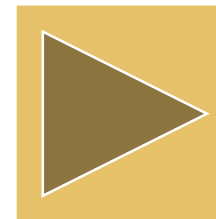
We work with the Beatles Industry Legacy Group

Liverpool and Everton Football Clubs

Explore with our football clubs how fans can have the best experience and welcome in our city region

A Waterfront for the World

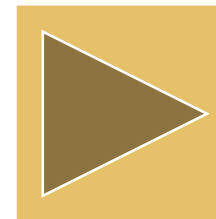
The experience in the BID areas is linked to the Waterfront e.g. Tall Ships, Fireworks

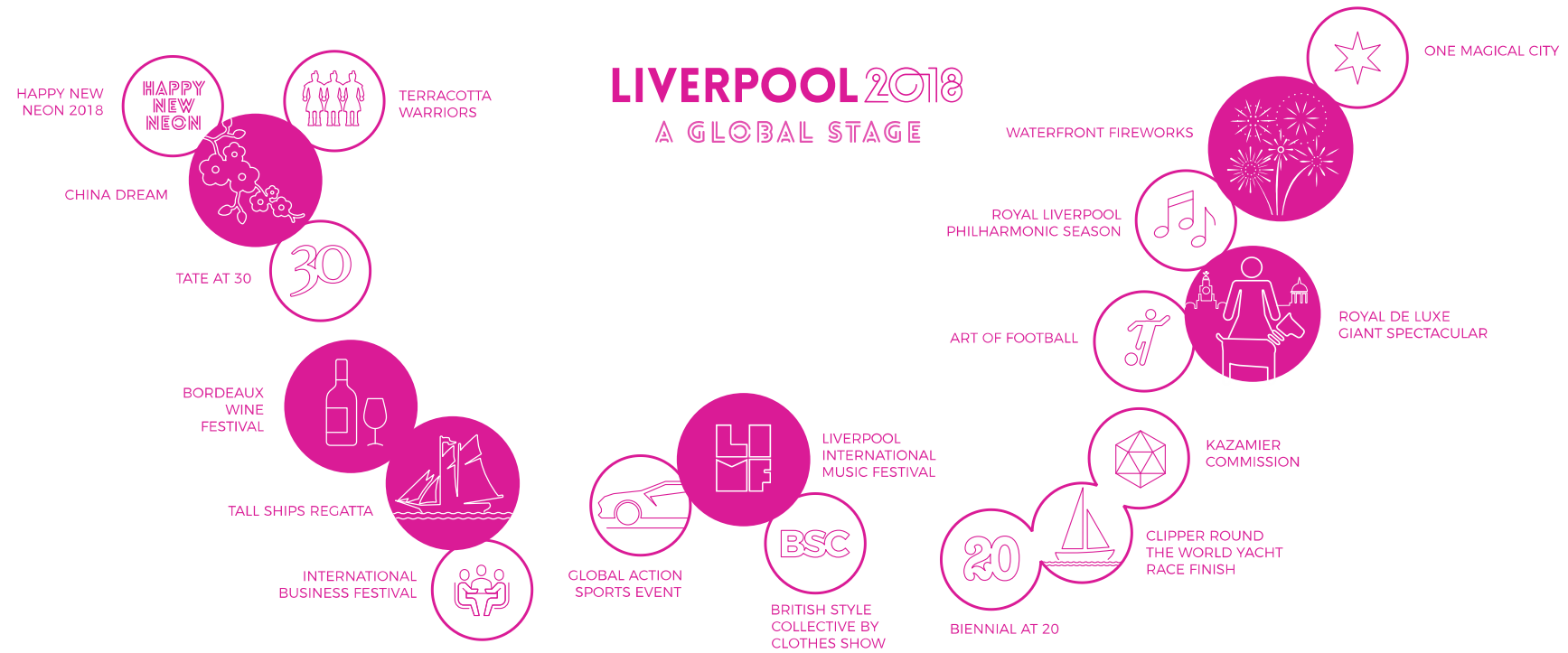




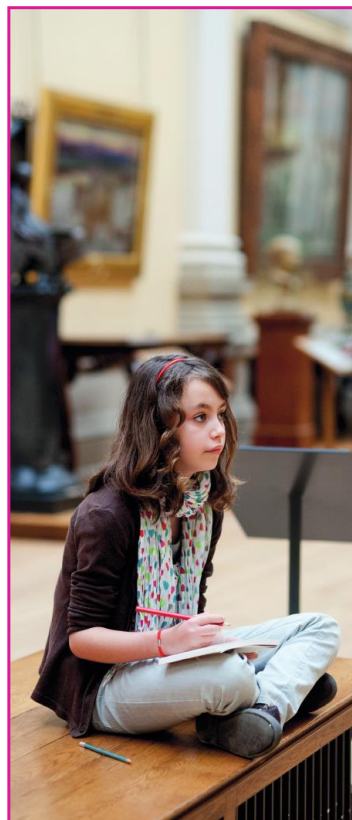
Strategic Partner for 2018

Bringing footfall and animation into BID areas
Promoting the city on an international platform
Showcasing more reasons to visit
Welcoming international visitors





LIVERPOOL 2018 PARTNERS UNLOCK ADDITIONAL RIGHTS, BENEFITS AND SPONSOR ASSOCIATION WITH ALL HIGHLIGHTED CULTURE LIVERPOOL EVENTS



£100 MILLION
WELL-BEING VALUE



£10 MILLION
PR VALUE



35 MILLION
PR REACH



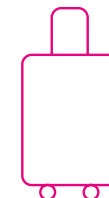
£100 MILLION
ECONOMIC IMPACT



250
ADDITIONAL
VOLUNTEERS



4 MILLION
VISITORS



50,000
EDUCATION &
COMMUNITY PARTICIPANTS



**CITY WIDE VOLUNTEER
PROGRAMME**



Tourism: A Strategic Approach

LVEN

Chair of the Liverpool Visitor Economy Network
Driving forward the future of the Liverpool City Region

Sector Groups

Beatles Industry Group
LARC

Major Events Group

Participating in the Liverpool City Region events group and contributing to debate

Retail and leisure

Offering strategic advice and guidance with training programs and security briefings
Retail awards and mystery shopping



Partnerships

Christmas

A campaign for the Liverpool City Region

Light Night

Celebrating arts and culture in Liverpool on a Friday night

Liverpool Biennial

Creating a 5 year master plan for commissioning public art

Independents

A Festival to showcase the independents in our BID

Destination Marketing

Working with Marketing Liverpool to showcase the BID area in the tourism context



Creating the right environment

Cleansing

Making our city the cleanest it can be and investing in additional services and cleansing to top up city council provision

Safety

Funding police resources and schemes including Cop Shop, pop up events, safety initiatives, BID Radio Link

Visitor welcome

Enhanced tree and street lighting

Public realm works and tree planting

Landlord engagement for buildings out of use

Participation in national campaigns e.g. Keep Britain Tidy and Healthy High Street



Final Thoughts

Liverpool is an international tourism destination

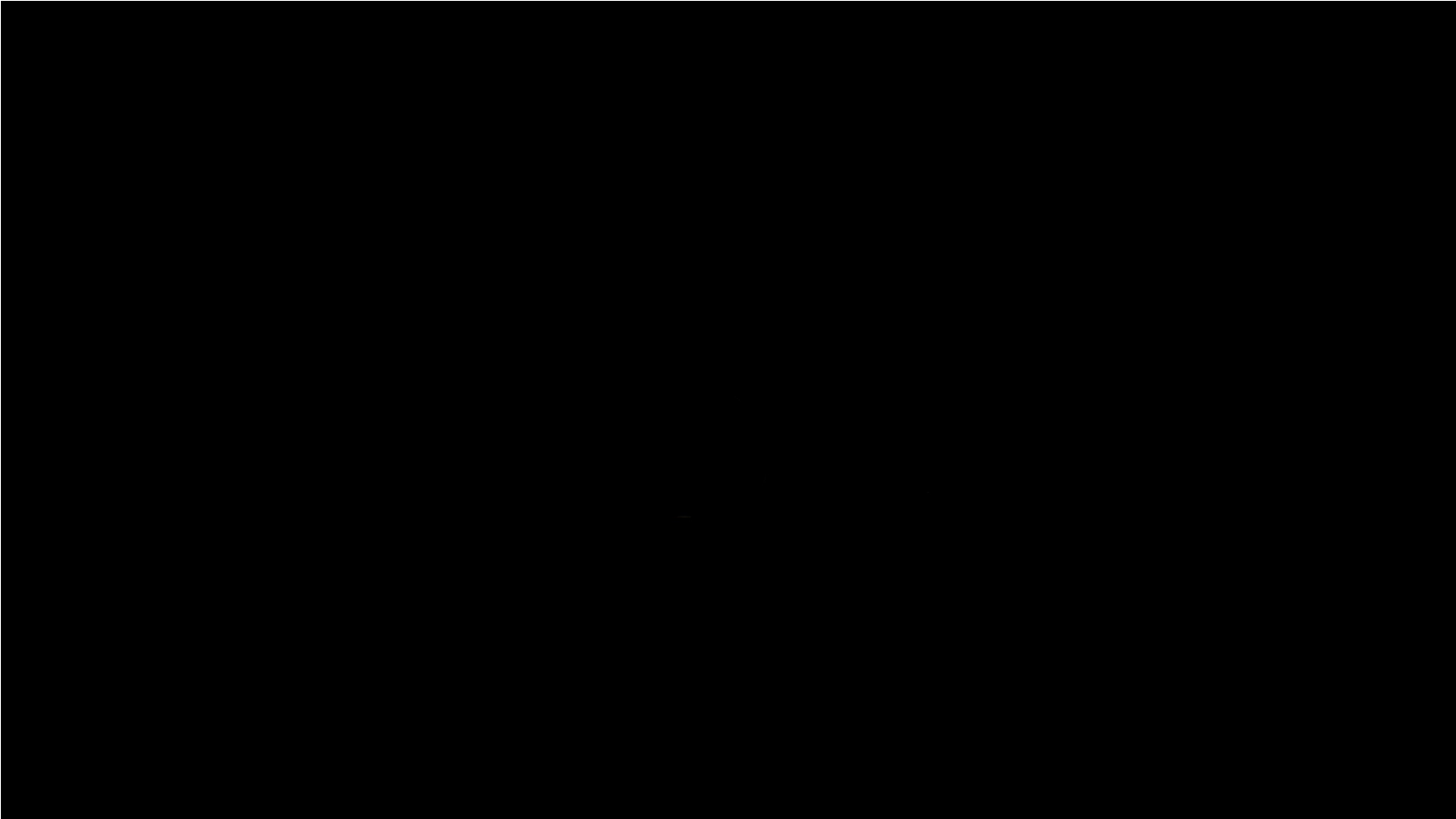
The scope of the our two BIDS requires us to deliver for this audience

We work strategically to lead debate, tactically to create the right environment and creatively to bring animation, events and footfall to BID areas

The success of the BID's engagement of international visitors is interwoven with the Liverpool City Region strategic approach

This is why we are leading the conversation.







Liverpool
BID Company

Second Floor, 76-78 Lord Street, L2 1TL
e. info@liverpoolbidcompany.com



@LpoolBIDcompany
Liverpool BID Company

Q&A

Tourism and International Visitors

Session led by Bill Addy, Chief Executive, Liverpool BID Company



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Session 5

The Future of BIDs – Legislation & Lobbying

Session chaired by Dr Julie Grail, Managing Director, The BIDs
Business



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The Future of BIDs

Legislation and Lobbying



Dr Julie Grail
Managing Director

Scene Setting



Scene Setting

Legislative Amends:

- Transparency
- Voting
- Levy Collection
- Property Owner BIDs

Industry Issues:

- Public Sector Cuts on Local Government and Policing
- Evolving position of Tourism Investment



www.thebidsbusiness.com

Andrew Cooper

Chief Executive

LeedsBID



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Simon Quin

Director of Place Management
Institute of Place Management



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Whole town regeneration

Celebrating High Streets

High Street transformation

Leadership



placemanagement.org



[/placemanagement](https://www.facebook.com/placemanagement)



[@PlaceManagement](https://twitter.com/PlaceManagement)



[/institute-of-place-management/](https://www.linkedin.com/company/institute-of-place-management/)

Future High Streets Forum

Academic round tables

Direct discussions

Complexity of place leadership

Role of BID's

Good practice

Leadership development



Changing nature of town centres

Mixed use/multifunctionality

Housing

Planning



Technology change

Use and impact of digital

Transparency and accountability of BIDs

Voting

Levy collection

Baseline agreements

Business rates

Property owner BIDs

Cuts and funding changes in public sector

Planning system



Identifying good practice (MHCLG, Grimsey, STP, IPM)

Identifying issues

Engagement and collaboration



Ojay MacDonald

Acting Chief Executive
ATCM



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Influencing Policy: Getting the Message Right

Ojay McDonald
Chief Executive Officer





**Conservative minority government
held together by a collective who do
not agree with each other.**

**Periods of intense parliamentary
debate on the “Great Repeal Bill”.**



Decisive week in June 2017.

**The youth vote deserted the
Conservatives in the general election.**

**Grenfell has exacerbated public
opinion on housing policy.**

Policy-making, especially from the MHCLG, has stagnated.

**How do we make our case despite
Brexit?**

**In 2015, town centres generated
£589bn in GVA for the economy of
England and Wales (35%).**

Productivity in town centres is £65,000 GVA per employee. This is 27% higher than the average and 41% higher than in out of town centres.

**Clear links between a strong economy
and our cities.**

**We are the frontline of economic and
social change.**

**Through policy that supports our cities
we can maximise the opportunities,
and mitigate the challenges of Brexit.**

Our policy recommendations can be themed around enhancing the 'Post-Brexit Urban Economy'.

Infrastructure

Business Costs

Safety and Security

Employment and Skills

Tourism

Management and Investment Models

How do we make our case despite the housing crisis?

The context is population growth.

More homes

Greater pressure on land use

Additional infrastructure

We can play a greater role in meeting the challenges of growth if we have the tools available to engage with property owners.

If City Centre Partnerships are to help solve the housing crisis, we need property owners on board.

@Ojay

@ATCMUK

Ojay.McDonald@atcm.org

Q&A

The Future of BIDs – Legislation & Lobbying

Session chaired by Dr Julie Grail, Managing Director, The BIDs
Business



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Session 6

Traffic, Air Quality and Parking

Session chaired by Phil Schulze, BID Manager, Manchester BID



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Dan Johnson

Director of Placemaking
New West End Company



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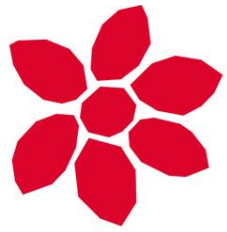


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NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street



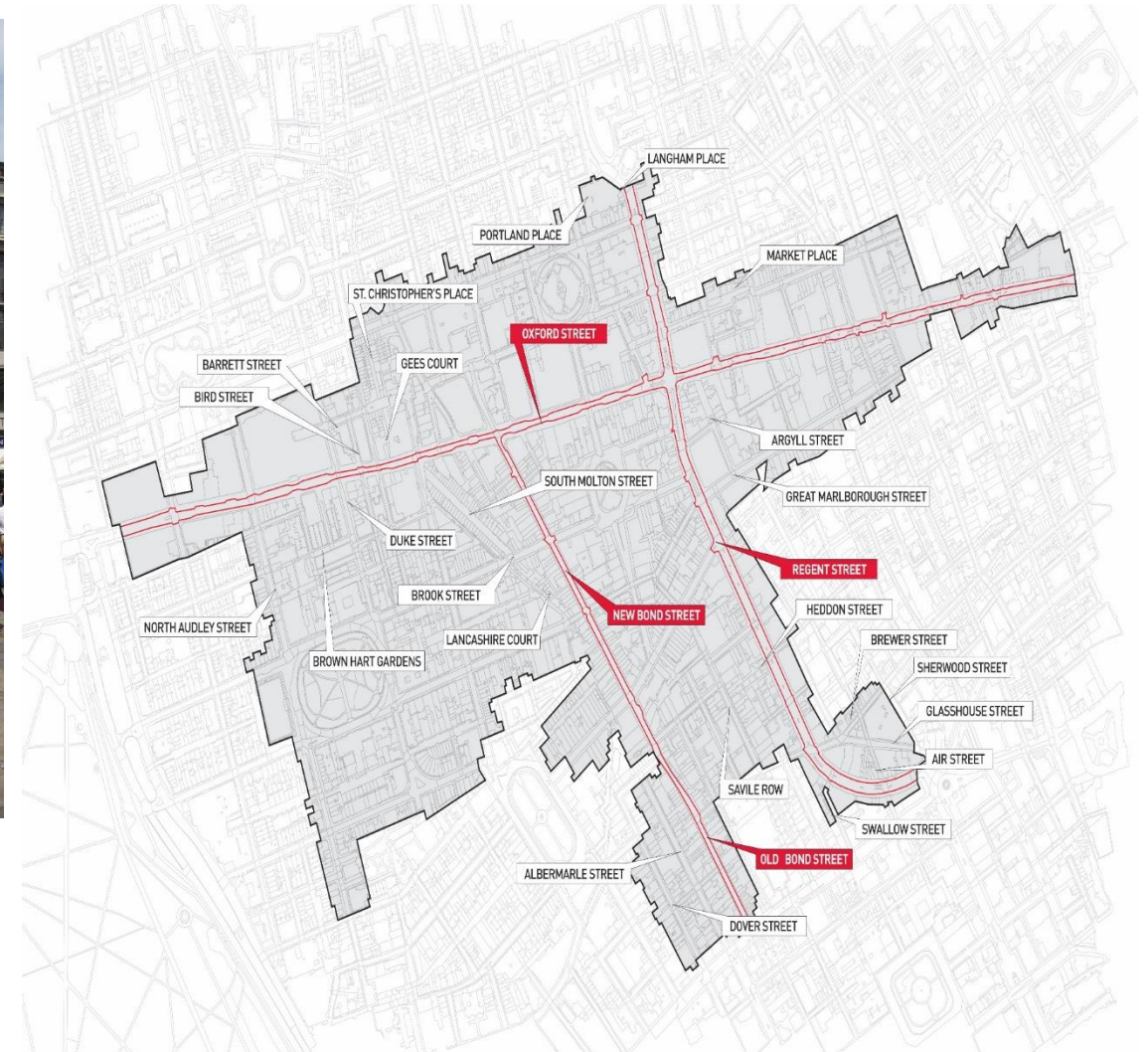
TRANSFORMING THE OXFORD STREET DISTRICT

Dan Johnson
Director of Placemaking

NEW WEST END COMPANY

Business partnership

- A global partnership of 600 retail, restaurant, hotel and property owners anchored by Bond Street, Oxford Street and Regent Street
- Placemaking, transformational projects, sustainable place management, destination marketing, advocacy, inward investment and insights



OUR AMBITION: OXFORD STREET DISTRICT

The business community is working with the public sector, local residents and neighbours to deliver a bold and ambitious future:

To create a safe, well-connected district of distinct neighbourhoods.

This aspiration will be delivered through innovative and creative partnerships and working with local people.

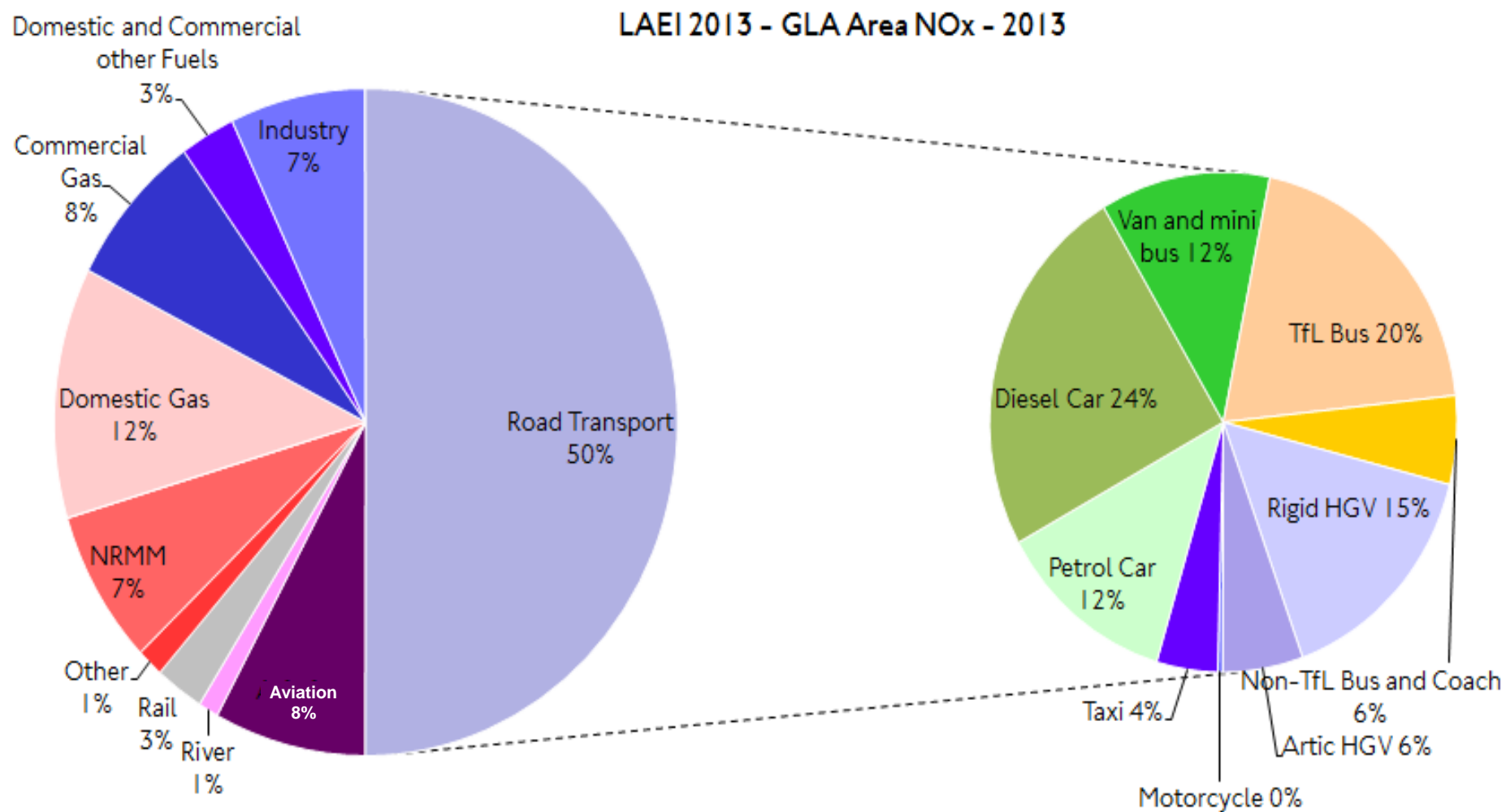
Placemaking's two components shape experience:

People

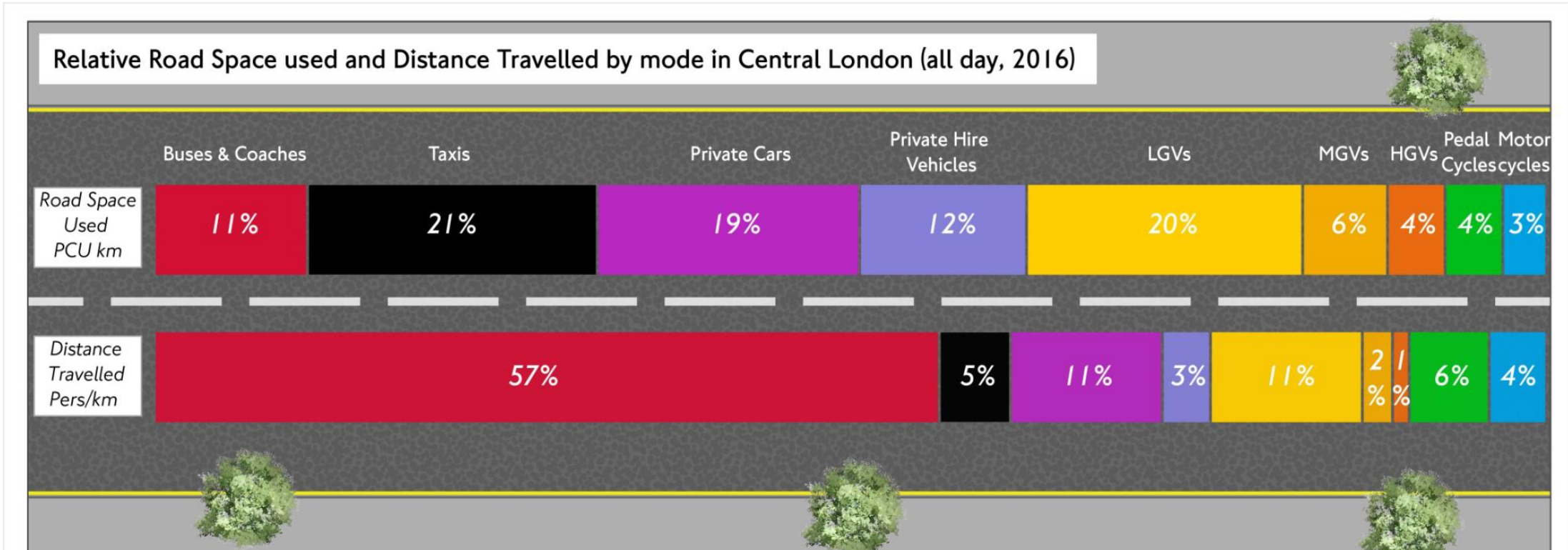
Places



THE AIR QUALITY CHALLENGE

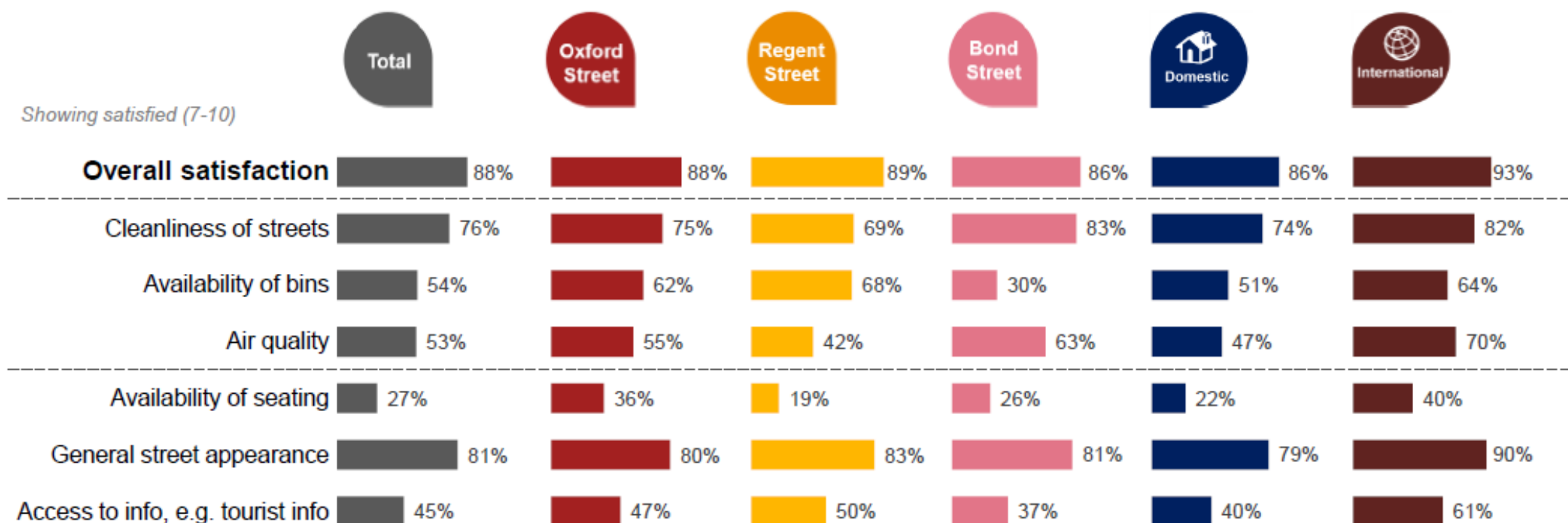


USING SPACE EFFICIENTLY



AN ISSUE FOR CUSTOMERS

Overall satisfaction is high. Overseas visitors tend to rate the general street appearance highly



OUR WORK: IMPROVING AIR QUALITY

Air Quality Strategy launched in June 2016 to improve air quality to benefit visitors, workers & residents

Actions include:

- Waste and delivery vehicle consolidation
- Encouraging low-emission travel modes
- Encouraging sustainable travel
- Encouraging low-emission solutions in built environment



OUR WORK: DELIVERIES, WASTE AND RECYCLING CONSOLIDATION

- TfL forecasts a ten percent increase in freight in central London over the next ten years
- Essential to unlock space for people and transform the experience of the West End
- Successful waste and recycling trial to reduce the number of large vehicles on Bond Street (70% fewer vehicles)
- Next phase will introduce electric vehicles
- Planning to expand preferred supplier scheme across the wider West End to include:
 1. Waste and recycling
 2. Business supplies
 3. Personal deliveries
- Working in partnership with neighbouring BIDS, TfL and landowners



Bond Street | Oxford Street | Regent Street



OUR WORK: BOND STREET

Make Bond Street the best luxury shopping & cultural district in the world

- High quality public realm and local connections
- New public Square
- Improved footways, servicing arrangements, lighting and public art
- Better street management – cleansing, waste, security, renewal (7 days rather than 6 month footway reinstatement)



OUR WORK: HANOVER SQUARE

Revitalising public green spaces

- New gateway to the district from the Elizabeth line
- £12-£15m public realm project
- Private sector fund-raising
- Removes traffic from half of the square
- Restoring the square, gardens and public realm
- A beautiful, revitalised civic space in which everyone can relax
- Celebration of local cultural heritage and historic vistas



OUR WORK: WEST END GARDENS



NEW
WEST END
COMPANY

Bond Street | Oxford Street | Regent Street

- Creating at least four new spaces by end of 2020
- To create more spaces for people to dwell, promote cultural aspect of the West End, improve air quality, reduce traffic dominance, for children to play, and prioritise pedestrians



THE FIRST GARDEN: OLD QUEBEC STREET



Transforming a tarmacked road into a garden from June 2018



THE
PORTMAN
ESTATE



BAKER STREET
QUARTER
PARTNERSHIP

OUR WORK: OXFORD STREET

- Support the transformation of the nation's High Street
- Readiness for the Elizabeth line, bringing an additional 83 million to the West End every year by 2031
- Doubling of passengers arriving at Tottenham Court Road and Bond Street stations
- More space is needed for pedestrians in the West End.





THANK YOU
FEEL FREE TO CONTACT US



Our Location

New West End Company
149-151 Regent Street
London W1B 4JD



Our Phone

+44 (0)20 7462 0680



Email

Dan Johnson
Director of Placemaking
Dan.Johnson@newwestend.com



NEW
WEST END
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Bond Street | Oxford Street | Regent Street

Peter Williams

CEO

Better Bankside



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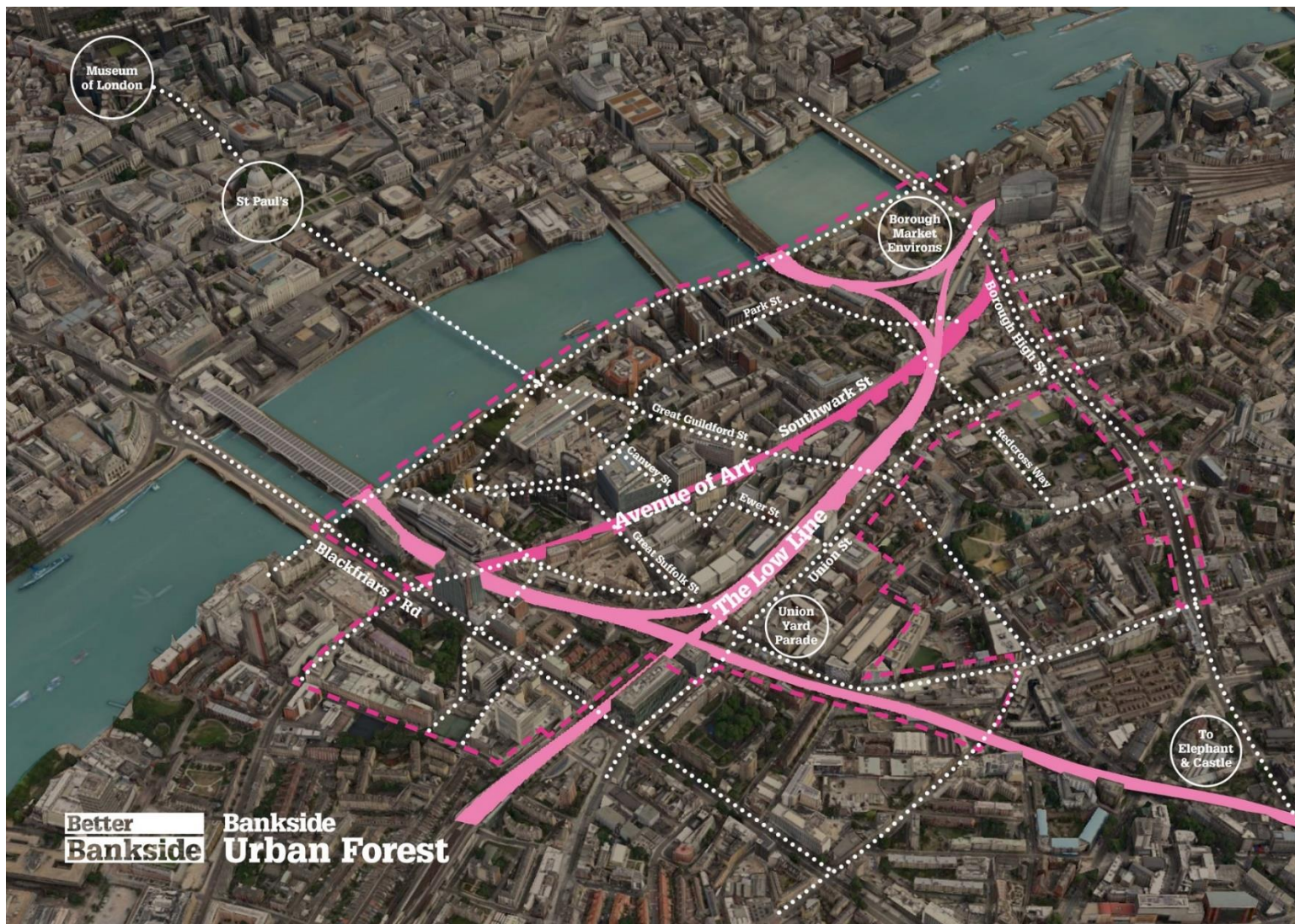


Air Quality

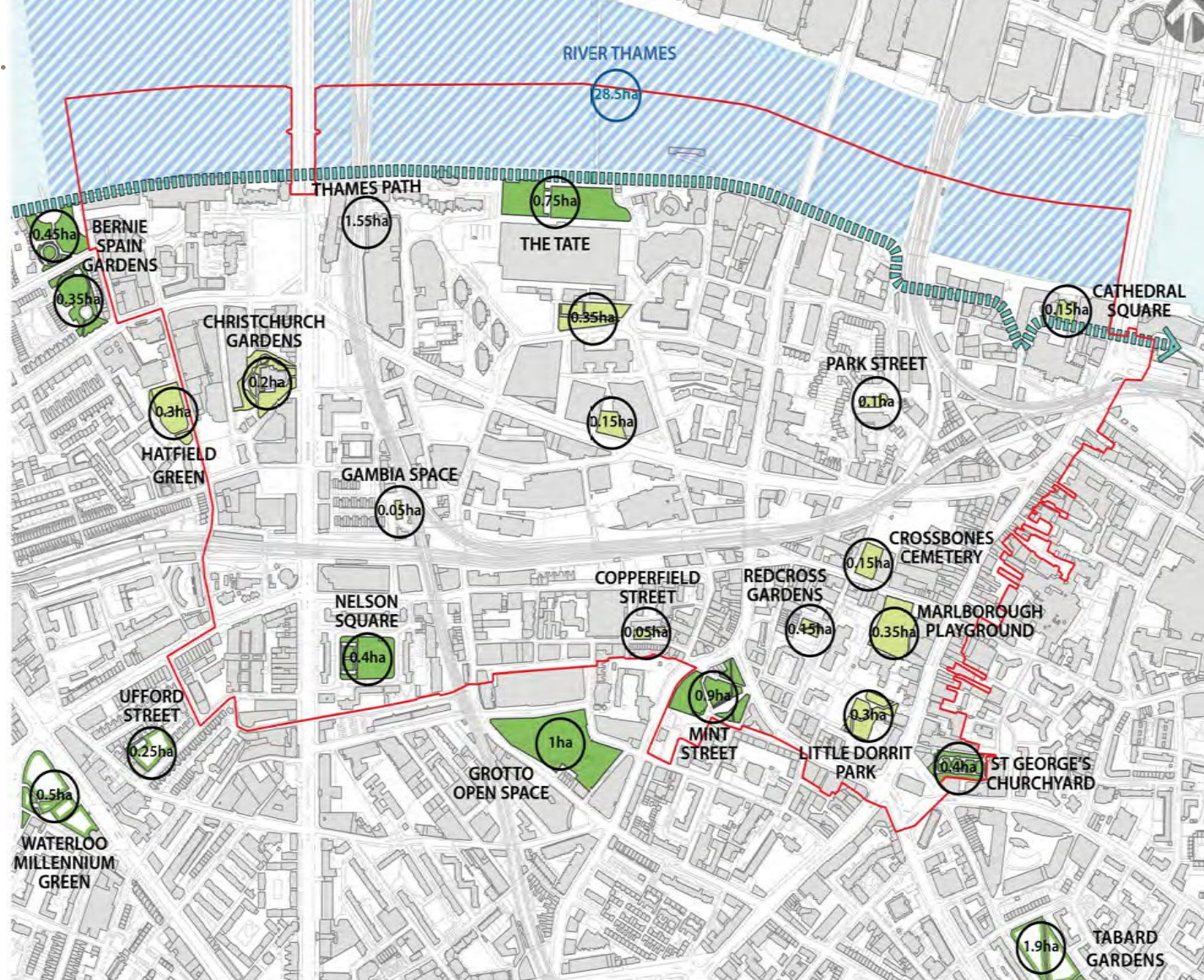
Peter Williams

Better Bankside





Within 400m of site - 5 minute walking distance



London Plan Public Open Space Definitions (2011):

Pocket Parks (<0.4ha)

Small areas of open space, less than 0.4ha, with natural surfaces and shaded areas for informal play and passive recreation that sometimes have seating and play equipment.

Small Open Space (<2ha)

Gardens, sitting out areas, childrens play spaces or other areas of a specialist nature under 2ha.

Linear Open Space

Open spaces and towpaths alongside the river Thames, canals and other waterways providing opportunities for informal recreation. Often not fully accessible to the public but contribute to enjoyment of the space.

Key

Public Open Space: [Total:10.75ha]
(London Plan Definitions)

Pocket Park (<0.4ha):
[Total: 2.3ha]

Small Open Space (<2ha):
[Total: 4.25ha]

Linear Open Space:
[Total: 1.55ha]

Other Open Space:
[Total: 2.65ha]
(within 400m of site, although not considered to be usable to residents within the site)

Perception of Open Space; River Thames:
[Total: 28.5ha]
(within 400m of site, although not considered to be usable to residents within the site)

Behaviour change

Neighbourhood level

Business practice

Infrastructure measures

Behaviour Change









Neighbourhood level



Low exposure routes – 18% harm reduction



Low exposure routes



Low exposure routes









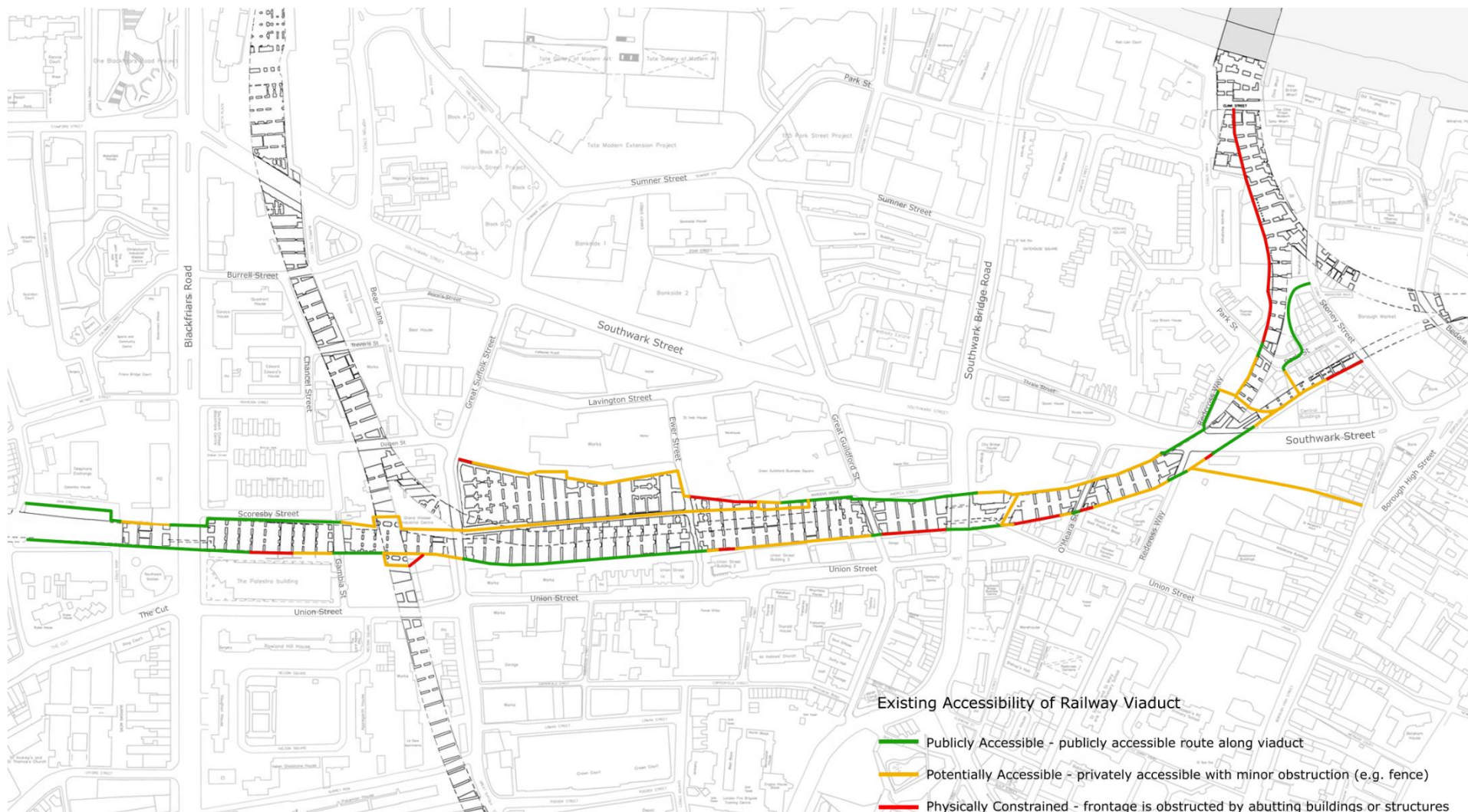










Image: Lauren Maccabee





Business practice





Waste and Recycling Pilot

- 20 businesses have signed-up, on-track to start 1st May
- Route optimisation complete
- Purchase new EV



Anti-Idling Morning Sessions

Infrastructure measures





**Better
Bankside**





Russell Greenslade

Chief Executive

Swansea BID



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BUSINESS IMPROVEMENT DISTRICT

Car Parking Offers & Promotions - Why?

Parking offers/promotions have been the holy grail to drive foot-flow and spend

Since the inception of our BID in 2006, parking offers and promotions have been a top priorities flagged up by our BID area Business via ballot consultation process and yearly operational reviews.



Car Parking - What we done

- 2007 - 2009 we delivered 4 hours for price of 2 at LA MSCP in City Centre
- 2009 - 2011 we delivered 1 Hour FREE parking at all NCP MSCP
- 2011 - 2018 we delivered £3 for 3 hours at all NCP MSCP
- 2011 - Present we deliver bespoke FREE parking days



Cross Channel Working Key for usage growth



**£3 FOR 3 HOURS
AT ALL
Plus
FREE
SUNDAY CAR PARKING
AT ALL COUNCIL SWANSEA
CITY CENTRE CAR PARKS**

BID
BigHeartSwansea www.bigheartofswansea.co.uk @BigHeartSwansea

SMALL BUSINESS
SATURDAY
3RD DECEMBER

Our gift to you...
to support the City
Centre Small Business

A DAY DEDICATED TO HELPING SHOPPERS THINK SMALL BY SUPPORTING THE CITY CENTRES SMALL BUSINESSES.

Small Business Saturday is designed to promote the hidden gems throughout the city centre. The day will be accompanied by free parking in all NCP car parks between the hours of 11-4pm and the launch of the Golden Ticket Competition.

**FREE
CAR PARKING
AT ALL
NCP CAR
PARKS
11-4pm**

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INVADE SWANSEA CITY CENTRE
ON THE 4TH JULY AND SUPPORT
HUNDREDS OF INDEPENDENT
TRADERS ON THIS THEIR GLORIOUS DAY
INDEPENDENT TRADERS' DAY!

**INDEPENDENT
TRADERS' DAY!**

THIS DAY, WE CELEBRATE OUR INDEPENDENT TRADERS DAY! WE WILL SHOP ON.

**FREE
NCP
PARKING
ON 4TH JULY
10AM-4PM**

AVAILABLE AT ALL SWANSEA CITY CENTRE NCP CAR PARKS:
THE KINGSWAY, ORCHARD STREET & SALUBRIOUS PLACE

BID
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KICKING OFF THE HALF TERM HOLIDAYS THIS SATURDAY WE HAVE...

**COME AND MEET
RONNIE
THE T-REX
AND YOUR FAVOURITE
SUPERHEREOS!**

**SWANSEA
CITY CENTRE**
SATURDAY 15TH FEB & SATURDAY 20TH FEB
BETWEEN 12PM AND 4PM

You will find the characters and Ronnie The T-Rex in and around Swansea City Centre

Plus! Park in any of the city centre NCP Car Parks for just **£3** for 3 hours

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TO KICK OFF HALF TERM WE ARE OFFERING

**FREE
CAR PARKING**

AT ALL SWANSEA CITY CENTRE **NCP**

MONDAY 15TH FEBRUARY • 10AM-4PM

BID
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BID
Business Improvement District

**FOR 1 HOUR
FOR 2 HOURS
FOR 3 HOURS**

Shop for longer in your City Centre **NCP**

**Easter Events in
Swansea City Centre**

**4th April 10-4:30pm
Across the city centre
Easter Egg Hunt**

Come along to our City Centre Egg-straordinary!

Search for the hidden treasure in the Easter Eggs hiding in all around Swansea across the City Centre. Collect 10 eggs & then from our show & award ceremony, we will select the lucky winner to win a £500 prize!

**6th April 11-4pm
Portland Street
GIANT
Easter Egg**

Bring the streets of Swansea to life with the giant egg, surrounded by a fun way to celebrate Easter & the city centre.

Professional photographers will be on hand to capture your family's special moment.

Stunning Easter egg hunt prizes will be on hand to reward your family.

**6th April 12-3pm
Oxford Street
Easter Farm**

How would your little ones like their chance to battle food in a battle to win the Easter Egg?

Swansea City Centre will be transformed into a giant Easter Farm. Children will be able to interact with the Easter Farm animals, including the Easter Bunny.

The Easter Farm will be open from 12:00pm to 3:00pm on Saturday 6th April. Children will be able to interact with the Easter Farm animals, including the Easter Bunny.

And parking's JUST THREE POUNDS for three hours at all **NCP** car parks.

BID
BigHeartSwansea www.bigheartofswansea.co.uk @BigHeartSwansea

BID
Business Improvement District

**FOR 1 HOUR
FOR 2 HOURS
FOR 3 HOURS**

Standard tariff board rates apply after 3 hours

NCP

BID
Business Improvement District

Shop for longer in Swansea City Centre

**FOR 1 HOUR
FOR 2 HOURS
FOR 3 HOURS**

Standard tariff board rates apply after 3 hours

NCP

Car Parking - Results

- 1 Hour FREE parking offer increased usage of this period by 14.6% year on year
- £3 for 3 hours parking offer increased usage by an average of 30% year on year
- Average transaction value rising by 4% increasing dwell time
- FREE parking promotions increasing usage by 20.26% year on year
- Provide over £1,250 per day parking savings for BID Businesses



Parking - Going Forward

- NCP partnership has now ended with a strong relationship still in place
- LA providing parking offers and promotions as a result of BID facilitation
- A FREE parking offer is provided
- BID heading up the marketing of these LA offers and promotions
- Transportation offers and promotions growing in usage
- Increase in electric vehicle charge points as demographic of user has more disposal income
- Increase designated Click & Collect spaces and signage to further embrace online shopping trends



Hello Shoppers!

£3 for 3 hours at St Davids Multi Storey
Car Park in Swansea City Centre

Monday - Saturday

www.bigheartofswansea.co.uk



/BigHeartSwansea



THE BIG HEART OF
Swansea



FREE parking
every Sunday at all
Swansea Council City
Centre car parks

www.bigheartofswansea.co.uk



/BigHeartSwansea



THE BIG HEART OF
Swansea

Thank You – Any Questions?



BUSINESS IMPROVEMENT DISTRICT



Q&A

Traffic, Air Quality and Parking

Session chaired by Phil Schulze, BID Manager, Manchester BID



MANCHESTER
BID



THE BID
FOUNDATION



NORTHERN
BIDS GROUP



Institute of Place Management



A.O.B

Session chaired by Vaughan Allen, Chief Exec, Manchester BID



MANCHESTER
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NORTHERN
BIDS GROUP



Institute of Place Management



Thank you for attending

Please join us for drinks at The
Oxnoble

manchesterbid.com @manchesterBID



MANCHESTER
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