

Welcome to the inaugural NI BIDs E Newsletter...

Thanks for connecting with us - we are delighted to have this opportunity to keep you up to date on the new and emerging Business Improvement Districts in Northern Ireland.

For those of you who came along to our launch on 8th June in The MAC, Belfast you'll be familiar with the work that we do and for those of you newly signed up with us you can find out all you need to know on www.nibids.org.

Its exciting times for BIDs in NI with 5 successful ballots already in place and one more going in the autumn.

Below, you can see details of the first five BIDs in Northern Ireland and how they are progressing.

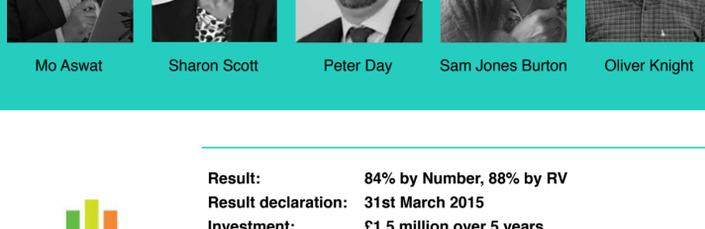
If you are thinking about setting up a BID in your location or you are an existing BID needing access to expert information, advice and support then we are here for you.

In Other News, which can be found at the end of this e-bulletin, we have articles on the impact of BREXIT and the BUSINESS RATES REFORM. Please take a look and let us have your views.

In the months ahead we are looking forward to organizing and hosting our first NI BIDs networking event. This will be scheduled for October so look out for more details in the next e-newsletter and for your invitation.

Have a great summer!

The NI BIDs Team



Result: 84% by Number, 88% by RV
Result declaration: 31st March 2015
Investment: £1.5 million over 5 years
Levy: 1.5%
Priorities: Marketing and Promotion, Accessibility, Supporting Town Businesses, Improving Safety and Security, Improving the Physical Environment, Innovation Fund
Website: www.ballymenabid.com



Northern Ireland's first Business Improvement District began operations in July 2015. Now with a full year under its belt, the BID in this busy market town can reflect on some great activities that have already paid dividends for local business investment in the BID.

Following a successful summer events programme, the Ballymena BID continued with its efforts to attract greater footfall into the town for Christmas. An innovative and compelling Christmas campaign led by the now infamous Ballymena Bear, attracted thousands of extra people into the town, supporting retailers during such a crucial trading period. The Ballymena Bear Christmas promotional video was made on a shoestring budget of £5,000 and went viral with nearly 90,000 YouTube views in its first week of going live. Coupled with a TV, Radio and Billboard advertising campaign the message really got through to shoppers to get spending in Ballymena for Christmas 2015.



Despite its best efforts the Bear wasn't able to run in the Fairhill, Ballymena Five Mile Road race. The event took place earlier this year and attracted a massive 550 runners plus all their families and supporters to the Town Centre providing a welcome boost to the early evening economy. It's an example of how the BID is working in partnership, this time with The Fairhill Centre, Ballymena Runners, Montgomery's Restaurant and Ballymena Business Centre. Natalie Jackson, Marketing & Commercial Manager at Fairhill said "It's been a great event for the town, raising our profile across Northern Ireland and encouraging people to get active and take part in this community event, as well as showcasing what we have to offer."



The Bear continues to be busy and has been showing support for local independent business in Ballymena. The BID has been working with Ballymena Borough Chamber of Commerce and Industry and Ballymena Business Centre, joining forces to encourage residents and visitors to the Town Centre to support local independent retailers and businesses on Independents' Day which takes place on 4th July. The Independents' Day campaign, celebrates the huge contribution independent traders make to local communities and to the local economy. Consumers are urged to make a special effort on 4th July to support these invaluable local businesses. Independents' Day in 2016 is supported by Bank of Ireland UK.

Alison Moore, Acting BID Manager, described this initiative as great news for shoppers. Most Council controlled Ballymena Town Centre car parks are currently offering five hours parking for just £1 and advised motorists to check out the local car park tariffs for themselves.

Alison said "I think everyone likes the idea of having a town centre and local community spirit but we need to support our independent businesses not only on Independents' Day but every day. The fact is that if we forget our Town Centre and village businesses, someday some of those well-established third and fourth generation businesses we all grew up with will close, not to re-open but instead leaving behind another empty shop".

Well said Alison!



Result: 84% by number, 88% by RV
Result declaration: 30th October 2015
Investment: £6.25 million over 5 years
Levy: 1.5%
Priorities: Promote, Enhance, Support
Website: www.belfastone.co.uk

As you might expect Belfast One have been incredibly busy since their successful ballot result in autumn 2015. The new BID Company has been set up and the BID Board have made appointments to their staff team which includes Clare Maguire as Managing Director and Julie McCullough as Marketing Manager. Peter Moore also joins the team from Belfast City Centre Management as the Project Administrator.

The BID launched in April 2016 and are already looking forward to delivering interesting projects and activities in the immediate future. Chris Sutor Chair of the Belfast One BID said, "We are working with our City Centre Businesses on a range of projects to make Belfast an even better place to do business. High on the agenda for improvement will be a series of promotional campaigns to increase footfall and increase trade across all sectors. There will also be emphasis on reducing costs for businesses, for example, through more efficient trade waste and recycling schemes, as well as the introduction of measures to improve safety and reduce crime in the City Centre."

For more information on the Belfast One BID visit www.belfastone.co.uk



Result: 87% by number, 92% by RV
Result declaration: 6th November 2015
Investment: £1.8 million over 5 years
Levy: 1.5%
Priorities: Marketing our City, Supporting Business, Better Access, Improving how we look, Innovate Newry Fund
Website: www.newry.com

The Newry BID Board offered local businesses the chance to hear from a successful BID that has been in action for over 8 years. The BID took the opportunity to invite Richard Guiney the Dublin Town BID to Newry to talk about the progress made in Dublin and offer insights for the Newry Team. It was a great success with Richard able to share the Dublin journey, success stories and lesson learnt!



Christine McElvanna from JMK Solicitors takes on the role of Chairperson. Rolling her sleeves up and preparing to get work going on the ground Christine said "As a business community we need a strong voice representing our viewpoint. We aim to help this city achieve its full potential as a destination of choice for the local community and tourists alike. I am particularly keen to see local people support their local businesses. We want people to come back into the City and we want Newry to be seen as a great place to live and work."



CATHEDRAL QUARTER BUSINESS IMPROVEMENT DISTRICT

Result: 84% by number, 91% by RV
Result declaration: 15th April 2016
Budget: £1.7 million
Investment: 1.5%
Priorities: Create, Celebrate, Invite, Inspire
Web: www.destinationcq.com

Like all new BIDs, since its successful ballot result on 15th April 2016, Destination CQ BID has been busy! To date, they have registered the BID company and selected a bank and accountants. They are currently recruiting a BID Manager and hope to have the role filled shortly. In the meantime, the Destination CQ BID Interim Board of Directors are busy brainstorming project ideas for the Year One Plan and look forward to introducing some exciting new projects to Belfast's Cathedral Quarter area.



Result: 95% by number, 98% by RV
Result declaration: 22nd April 2016
Investment: £640,000 over 5 years
Levy: 1.5%
Priorities: Promotion Theme: Marketing and Events, Welcome Theme: Access and Experience, Business Theme: Reducing Costs and Support, Innovation Theme: Creative Spirit.
Website: www.bidinstrabane.com

Well what do you do when your ballot result is the best in the UK? ... You keep up the momentum! Strabane BID have been flat out making arrangements for setting up the BID company. This has involved creating the memorandum and articles of association, registering with companies house, arranging banking, legal and accountancy services and a lot more besides!

Liam Stewart, Chairman of the BID Strabane Task Team said as a local businessman he is very much aware of the issues facing local businesses in the current economic climate and is confident the BID will ensure a real and lasting difference in making businesses in Strabane more competitive and productive and create a vibrant and thriving town for the entire community.



Enniskillen BID are looking forward to a busy summer of campaigning and spreading the positive message on what a Business Improvement District can deliver for the town. The Enniskillen BID Task Team are gathering views, formulating themes and working towards producing a comprehensive Business Plan. The Business Plan will be ready for distribution on 22nd August with the Ballot opening on 1st September. A busy but exciting summer ahead for Enniskillen BID. Check out www.enniskillenbid.co.uk for more details. Enniskillen BID announcement will be on Friday 14th October and they are hoping to join the five other successful BIDs in Northern Ireland.

Other News

BREXIT and NI BIDs

For more information on BREXIT and its impact on Place Management in Northern Ireland, please [click here](#).

BUSINESS RATES REFORM

Hospitality Ulster and the Northern Ireland Independent Retail Trade Association (NIIRTA) have jointly published a plan to radically reform Business Rates. The plan to reform the Small Business Rate Relief Scheme has been presented and outlined to a number of MLA's across the parties at Stormont.

For information on the proposals, [click here](#).

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