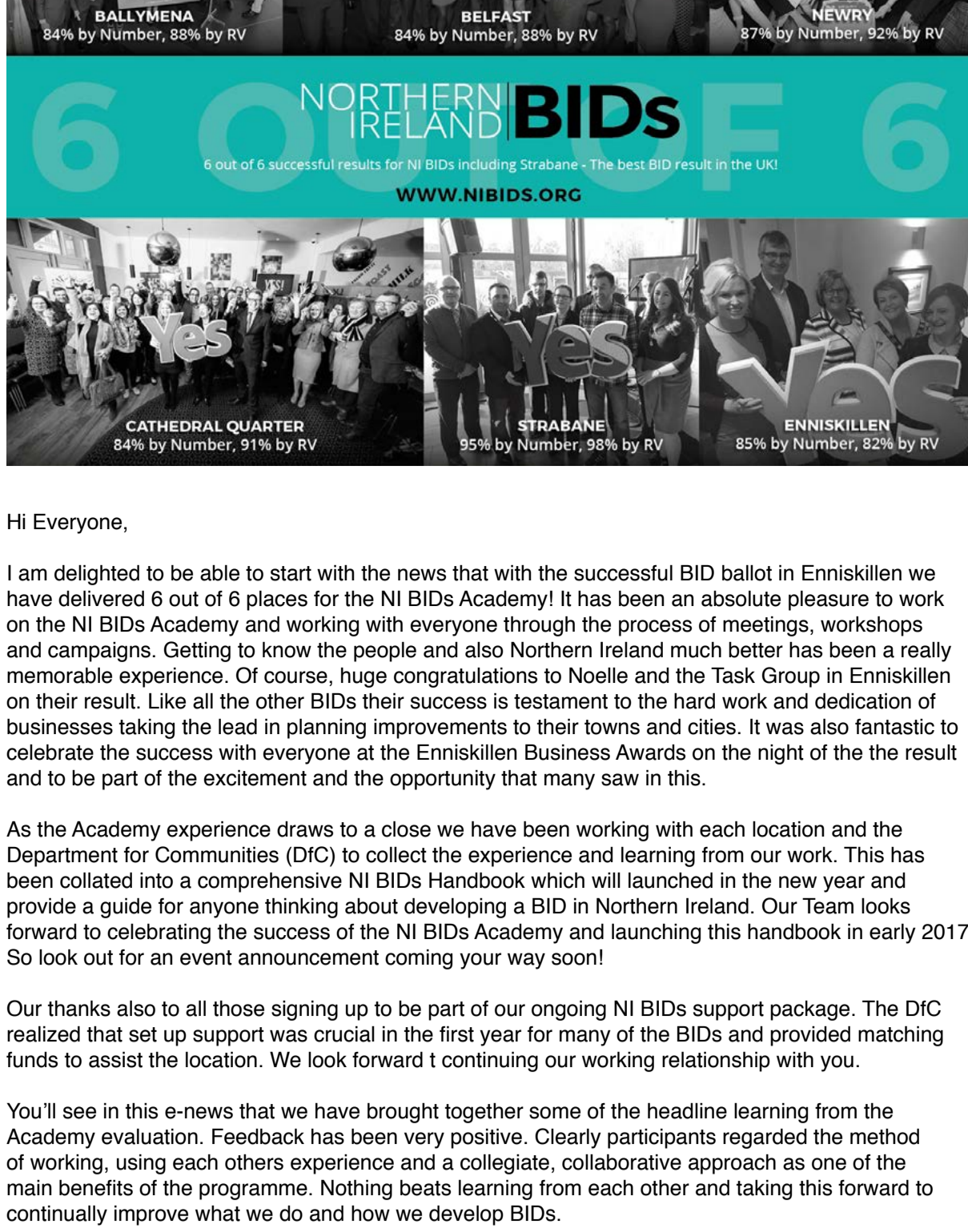


# NORTHERN IRELAND BIDS



Hi Everyone,

I am delighted to be able to start with the news that with the successful BID ballot in Enniskillen we have delivered 6 out of 6 places for the NI BIDs Academy! It has been an absolute pleasure to work on the NI BIDs Academy and working with everyone through the process of meetings, workshops and campaigns. Getting to know the people and also Northern Ireland much better has been a really memorable experience. Of course, huge congratulations to Noelle and the Task Group in Enniskillen on their result. Like all the other BIDs their success is testament to the hard work and dedication of businesses taking the lead in planning improvements to their towns and cities. It was also fantastic to celebrate the success with everyone at the Enniskillen Business Awards on the night of the result and to be part of the excitement and the opportunity that many saw in this.

As the Academy experience draws to a close we have been working with each location and the Department for Communities (DfC) to collect the experience and learning from our work. This has been collated into a comprehensive NI BIDs Handbook which will be launched in the new year and provide a guide for anyone thinking about developing a BID in Northern Ireland. Our Team looks forward to celebrating the success of the NI BIDs Academy and launching this handbook in early 2017. So look out for an event announcement coming your way soon!

Our thanks also to all those signing up to be part of our ongoing NI BIDs support package. The DfC realized that set up support was crucial in the first year for many of the BIDs and provided matching funds to assist the location. We look forward to continuing our working relationship with you.

You'll see in this e-news that we have brought together some of the headline learning from the Academy evaluation. Feedback has been very positive. Clearly participants regarded the method of working, using each others experience and a collegiate, collaborative approach as one of the main benefits of the programme. Nothing beats learning from each other and taking this forward to continually improve what we do and how we develop BIDs.

Of course the learning applies to the legislation too. We know that there were challenges. We have fed these back to the Department and are confident that changes for the better will be made such as, the timetable for the issuing of replacement ballots.

These are exciting times! Now that the Academy has achieved such success we are seeing the interest in BIDs begin to grow in other locations. Already we have begun work in Ballyclare and the surrounding area with Antrim and Newtownabbey Borough Council. Over the next two months we have a series of meetings and presentations organised for new locations and look forward to developing more BIDs across Northern Ireland.

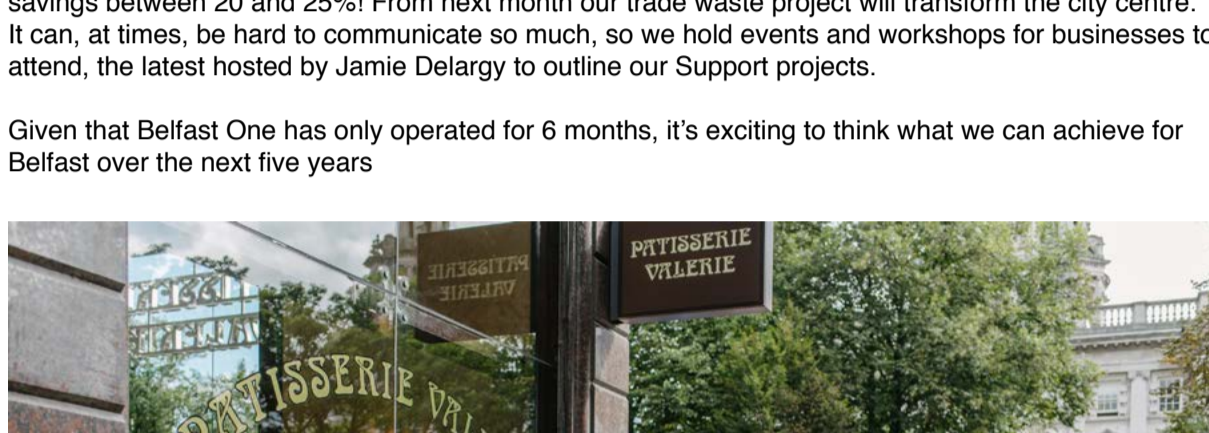
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Anyway, on to the updates. Firstly, welcome to Belfast Central BID! We look forward to hearing more on your progress over the coming months. You'll see this issue we have covered a longer feature article on Belfast One, Ballymena retail crime figures are down, Destination CQ have had their launch with the Minister. Strabane have secured a start up loan from Derry City and Strabane Council and Newry are measuring their football and well, Enniskillen get this YES!

Finally, welcome to two new BID Managers, Róisín McGarr at Destination CQ and Eamonn Connolly at Newry BID. Good luck in your new roles and we look forward to continued success working with you!

This is the last e news of 2016 so from all the NI BIDs Team may we wish you a very Merry Christmas and a Happy New Year!

Mo Aswat



Mo Aswat Sharon Scott Peter Day Sam Jones Burton Oliver Knight

## BELFAST ONE

**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

Dr. Peter Moore from Belfast One reports on Belfast One progress.

It has now been a year since Belfast One achieved an 84% 'Yes' vote; although that in itself is a worrying barometer of how fast time flies! However, even though Belfast One as a company has only been in operation for 6 months, we have been exceptionally busy developing and implementing our projects at a frenetic pace, we are pleased to say that they have already had an effect on the businesses within the Belfast One area. From the outset the businesses were clear, even vociferous, in what they wished to see from the BID; they wanted more promotion of the city centre and for it to be more specifically targeted, they wanted the city to be improved, both in terms of cleanliness and perceptions of safety and they wanted to see their businesses supported – this meant implementing projects that directly benefited and helped them drive down costs to enable their businesses to flourish. Therefore, Belfast One runs its projects under three main themes: Promote, Enhance and Support.

Branding the Belfast One area was also a key Promote project, and our brand is unique to Belfast but also highlights what we have within the Belfast One area: a range of retail, hospitality and professional businesses as well as public spaces that remain exciting, vibrant and diverse, but which also enables us to create a true city centre collective. Our brand takes advantage of what Belfast city centre has to offer the consumer, resident and worker alike, everything from big brand names, to niche independent stores, to architecture, history, food, big crowd-drawing events, cabaret, health and well-being, art, craft, and market stalls...and you can park in the city centre for £2.50 a day!

The 2016 consumer has a multitude of choice but, perhaps more importantly, they are bombarded with information and have a range of media and channels from which to obtain that information. Belfast One immediately began a tiered approach to digital promotion and information sharing for the city centre which included a quick turnaround for capturing large amount of data, ranging from business directories to car park locations and costs, events in the city and everything in between. This has culminated in our all new website - [www.belfastone.co.uk](http://www.belfastone.co.uk) which was launched in September. Our social media was launched in August, and our Facebook reach is over 6,000 likes, a phenomenal performance in a month and a half – a single promotion video achieved 70,000 views! Our other digital platform (e.g., Twitter) are growing at a similar pace. This is, though, a constant exercise and one that we can and will never let up on...we live in a digital age after all. But we haven't stopped there, we have undertaken and will be involved in a series of outdoor campaigns highlighting Belfast, as well as informing the wider population of Northern Ireland of just how easy it is to get to Belfast, and just how much there is to do once they're here.

We conduct continuous market research with consumers and businesses across the Belfast One area and use this information to tailor our marketing strategy with the ultimate goal of driving footfall into the City Centre. These reports will be available to Belfast One businesses on a quarterly basis. We are also in the process of installing footfall cameras in the Belfast One area in order to benchmark footfall into the City Centre and use this data to analyse the impact of our various projects and promotional campaigns.

We have taken a far reaching approach to enhancing the city centre working with and supporting and funding our partners in the PSNI for additional Police Officers to tackle a wide range of issues that explicitly affect businesses. We have also rolled out a programme that specifically tackles retail crime in the city with partners including the PSNI and Department of Justice. We are, though, exceptionally excited about the impending commencement of our Ambassadors who will become a familiar face on Belfast's streets for visitors and businesses alike – a scheme that works extremely well in most other BIDs throughout the UK, Belfast One Ambassadors should be on our streets before Christmas!

From the outset of the development process businesses wanted support to enable them to run their businesses more efficiently and more cost effectively. This has been a core objective for Belfast One and we have already had some superb examples of how our cost saving projects have benefited businesses; Deane's saved approximately £9,000.00 per annum! We also have average energy savings between 20 and 25%! From next month our trade waste project will transform the city centre. It can, at times, be hard to communicate so, we hold events and workshops for businesses to attend, the latest hosted by Jamie Delargy to outline our Export projects.

Given that Belfast One has only operated for 6 months, it's exciting to think what we can achieve for Belfast over the next five years



## Business Improvement District Enniskillen

**Result:** 85% by Number, 82% by RV  
**Result declaration:** 15th October 2016  
**Investment:** £1.2 million over 5 years  
**Levy:** 1.5%  
**Priorities:** Boost, Entice, Enhance  
**Website:** www.enniskillenbid.co.uk

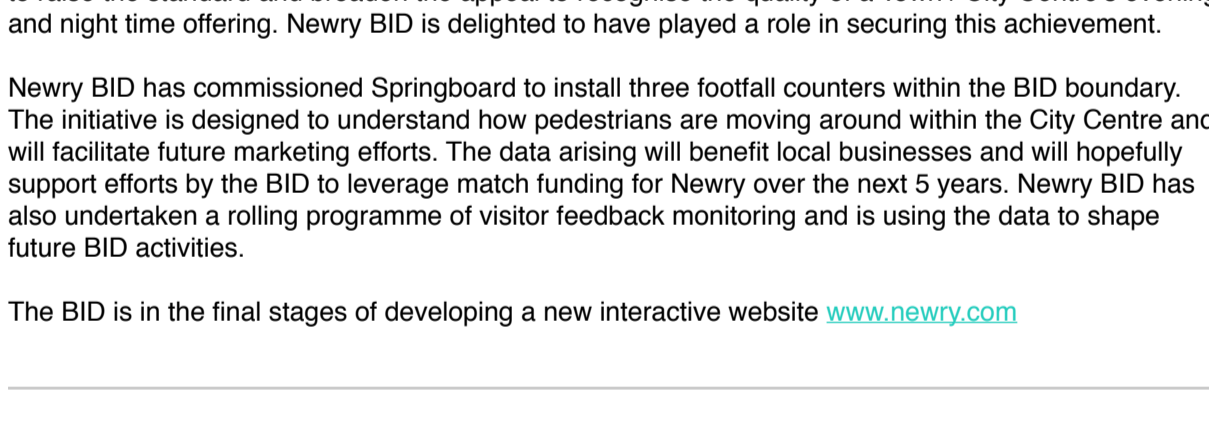
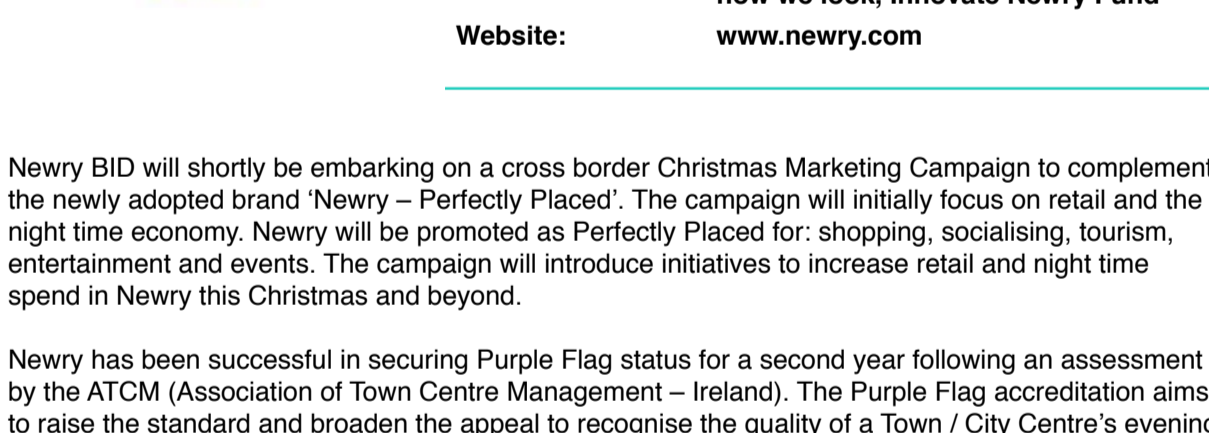
So as you already know by now (probably!) businesses in Enniskillen gave a resounding YES vote to become a Business Improvement District. A huge result in favour was declared at the ballot announcement on 15th October with a clear 85% voting in favour of the BID by number and 82% by RV.

Enniskillen BID Task Team Chair, Anna Devlin, said the result was a strong message delivered by the business community. "I'm delighted that the businesses of Enniskillen have overwhelmingly supported the BID. This is a very exciting result and we can all look forward to the next chapter when the Enniskillen BID is fully operational."

Jim Masterson, a member of Enniskillen Task Team said that BID provides an excellent opportunity for what many local business owners have been asking for many years, "to have control on the allocation of funding to be spent directly on projects that will deliver".

Enniskillen BID will ensure that an investment of £1.2 million will be spent on identified projects that will directly benefit the economy within the town. The BID will actively work to generate additional income such as grants and commercial sponsorships.

Terry McCarthy of the Balnora Court and Motel said the Yes result was fantastic news for Enniskillen and for everyone involved in the campaign "The businesses now have the opportunity to shape Enniskillen's future and to benefit from the co-ordinated programme of marketing, promotions and events support that the BID will give them."



**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

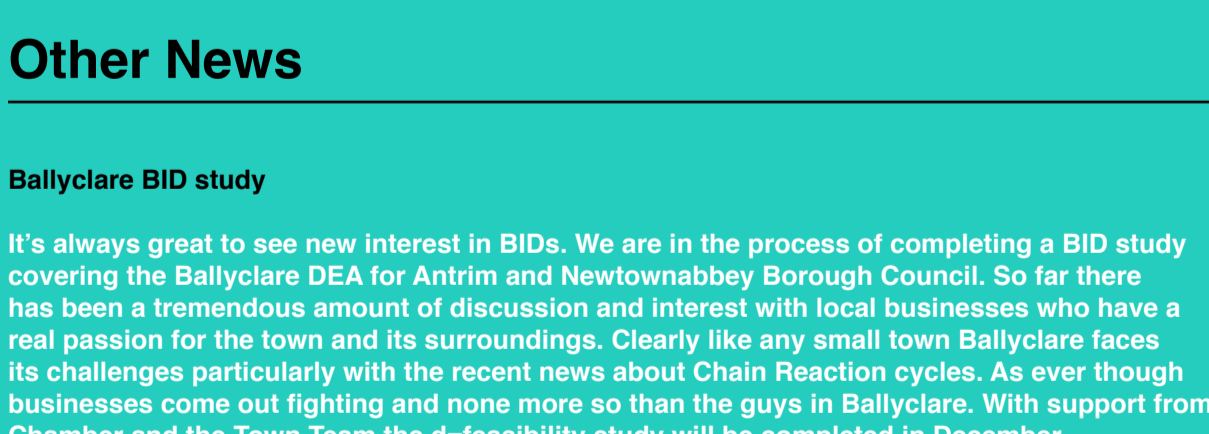
It's good news for Ballymena retailers as figures show retail theft is down in the Town. Retail theft in the period April to March 2016 has decreased by 14.7% when compared with the same period in 2014/2015 that's according to latest figures published in October 2016.

Clearly the effects of retail theft are far reaching in the community and can have serious financial consequences for businesses. To help combat retail theft, certain schemes like the radio link used in the town is proving invaluable to local retailers.

The Ballymena BID Company Safer Cleaner and Accessible Group oversee the Crime Strategy for Ballymena Town Centre with the overall objective to produce a low crime Town Centre environment for both the business sector and the consumer. Ballymena PSNI, in partnership with Ballymena Retailers Against Crime (BRAC), Ballymena BID Company and the Police Community Safety Partnership (PCSP) all play an instrumental part in reducing retail crime.

PSNI Chief Inspector Stephen McCauley said: "The reduction in retail theft in Ballymena over the past twelve months can be attributed to the excellent working partnership between the PSNI, BRAC radio link scheme, Mid and East Antrim Borough Council CCTV scheme and Ballymena BID/PCSP Town Centre Warden Scheme. By working together, it has resulted in a reduction of 14.7% over the corresponding period in 2014/2015. It sends a strong message that Ballymena is continuing to tackle retail theft."

Alison Moore, Ballymena BID Manager stated; "This represents a significant reduction in retail crime in the Town Centre and illustrates the value of having an overall crime strategy which is carried out by BRAC on behalf of the BID Company".



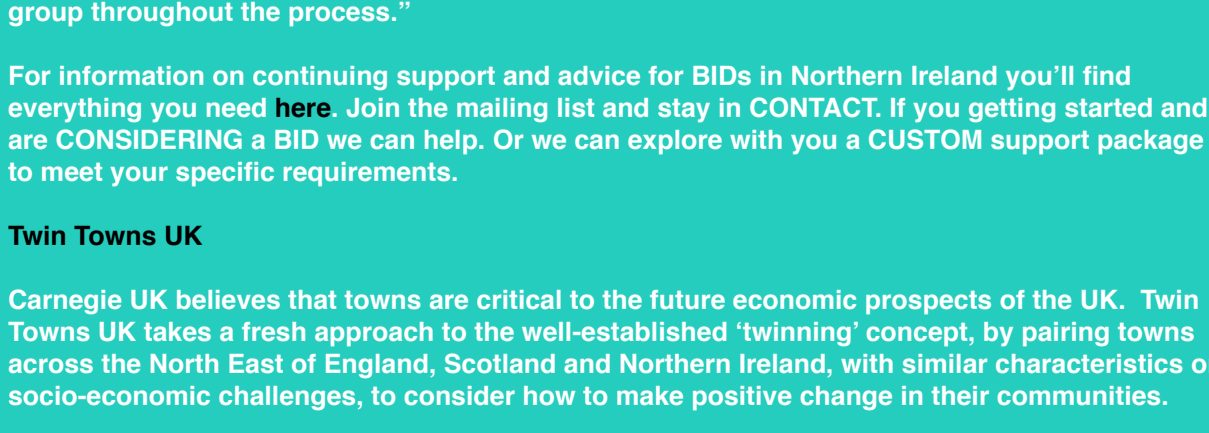
**Result:** 84% by number, 91% by RV  
**Result declaration:** 15th April 2016  
**Budget:** £1.7 million  
**Investment:** 1.5%  
**Priorities:** Create, Celebrate, Invite, Inspire  
**Web:** www.destinationcq.com

The Minister for Communities, Paul Givan MLA, launched Belfast's second Business Improvement District on 13th October, thus marking the beginning of an exciting new chapter for Belfast's Cathedral Quarter, Smithfield and Union, Corporation Square and Laganside areas.

Minister Givan said: "Belfast's historic Cathedral Quarter is already the City Centre's cultural heart, home to many of the city's leading cultural venues, organisations and festivals, as well as providing a vibrant mix of hospitality, business and public organisations. Through their collaboration with the Northern Ireland BIDs Academy, which was established and funded by my Department, the Destination CQ BID received invaluable support from experienced practitioners to help them continue to grow and develop."

Chair of the Destination CQ BID, Paul McEirlean said: "The Destination CQ BID plan is an ambitious collective vision for this very special area of Belfast. We are thrilled to now begin bringing these plans to life and developing them over the coming five years."

Róisín McGarr, the newly appointed Manager of Destination CQ BID added: "Destination CQ will enhance and amplify the vibrant culture, heritage and nightlife of the area through a range of projects and partnerships, developing the distinctive character of the whole neighbourhood."



## Newry Business Improvement District

**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

Newry BID will shortly be embarking on a cross border Christmas Marketing Campaign to complement the newly adopted brand 'Newry – Perfectly Placed'. The campaign will initially focus on retail and the night time economy. Newry will be promoted as Perfectly Placed for: shopping, socialising, tourism, entertainment and events. The campaign will introduce initiatives to increase retail and night time spend in Newry this Christmas and beyond.

Newry has been successful in securing Purple Flag status for a second year following an assessment by the ATCM (Association of Town Centre Managers – Ireland). The Purple Flag accreditation aims to raise the standard and broaden the appeal to recognise the quality of a Town / City Centre's evening and night time offering. Newry BID is delighted to have played a role in securing this achievement.

Newry BID has commissioned Springboard to install three floating counters within the BID boundary. The initiative is designed to encourage pedestrians are moving around within the City Centre and will facilitate future marketing efforts. The data arising will benefit local businesses and will hopefully support efforts by the BID to leverage match funding for Newry over the next 5 years. Newry BID has also undertaken a rolling programme of visitor feedback monitoring and is using the data to shape future BID activities.

The BID is in the final stages of developing a new interactive website [www.newry.com](http://www.newry.com)

## bid in strabane

**Result:** 95% by number, 98% by RV  
**Result declaration:** 22nd April 2016  
**Investment:** £640,000 over 5 years  
**Levy:** 1.6%  
**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

Strabane BID had some helpful local radio coverage this November with the news that they have their Bid Board of Directors up and running and that Derry and Strabane Council have agreed a £25,000 loan for the BID to kick start the programmes of activity. Michael Kelly, vice-chair of the BID explained that that the operational plans for three working groups were now ready and that the BID will be delivering demonstrable impact in Strabane in the coming weeks. Michael explained "The working groups will be action orientated and enable the Directors to get really hands on with BID activity we are looking forward to rolling our sleeves up!"

## Belfast Central Business District

Following the success of Belfast One establishing as a Business Improvement District (BID) on 1st of April 2016, Belfast City Centre Management is now in the early stages of making the area historically known as the Linen Quarter into a BID.

The newly appointed BID Development Manager, Conal Stewart, has completed the branding and design of the BID and the official name of the BID is 'Belfast Central Business District' and it promises to be a very different BID from Belfast One. This name has been chosen because it reflects the more contemporary character and function of the area rather than the historical past.

This area of the city centre operates as a mini 'square mile' for Belfast with many large offices in the financial, technology, professional services, and government sectors. The area is also home to many award winning restaurants, historic bars, quality hotels and a small range of independent retailers.

Ongoing investment in new high quality office space and hotel developments alongside the planned Transport Hub at Great Victoria Street presents many opportunities for the BID between 2017-22.

The BID data analysis is ongoing and promotional materials are now ready to distribute.

## Other News

### Ballyclare BID study

It's always great to see new interest in BIDs. We are in the process of completing a BID study covering the Ballyclare DEA for Antrim and Newtownabbey Borough Council. So far there has been a tremendous amount of discussion and interest with local businesses who have a real passion for the town and its surroundings. Clearly like any small town Ballyclare faces its challenges particularly with the recent news about Chain Reaction cycles. As ever though businesses come out fighting and none more so than the guys in Ballyclare. With support from Chamber and the Town Team the feasibility study will be completed in December.

### NILGA conference update

Minister Givan's speech at the NILGA conference in October clearly outlined his support and passion for making town and city centres vibrant economic and social hubs. The conference was titled "Growing Enterprise, Strengthening Communities". Participants shared in a dynamic day of delivery and debate focusing on improving local economies, enhancing good government and sustaining communities right across Northern Ireland. Glyn Roberts at NIRTA highlighted the crucial role BIDs have to play in helping our town and city centres grow in a sustainable way supporting a strong and independent local economy. Minister Givan coined the term 'municipal entrepreneurs' describing the kind of businesses that have the potential to support NI's towns and cities into the future.

### NI BIDs Academy meeting - 15th October 2016

It was great to bring representation from all 6 Academy BIDs together again for an update and learning meeting on 15th October. As always the meetings aren't short of talkers and there was good discussion on the level of support new BIDs require operationally and strategically in their first 12 months.

The NI BIDs Team also presented a flavour of the headlines of the BID ballots to date. Looking at the figures across all the NI BIDs we know, for example, that 80% of the votes cast came from independent businesses. Significantly, 15% of the total votes related to the public sector reflecting their role in supporting BIDs and the importance of engaging early and demonstrating benefits. It's also good to know that the NI BIDs have a robust mandate with on average 87% of votes voting yes by number and 90% voting yes by RV.

### The Academy approach

The Department for Communities (DfC) in Northern Ireland recognised the important role BIDs were playing in the development of places across the UK. After undertaking extensive research, DfC commissioned a programme to support the introduction of BIDs into Northern Ireland over a two-year period. To ensure a successful foundation for BIDs, DfC selected six pilot locations to work together with them to become the first Northern Ireland BIDs and so the NI BIDs Academy began. The Mosaic Partnership and Place Solutions formed a consulting consortium and came together to deliver the support programme to the locations.

Fast forward two years and the NI BIDs Academy participants from each location took part in an evaluation of the programme. The evaluation gathered information from BID Managers, Task Group members and Council Officers. The data and information gives valuable knowledge and insights into the motivations for developing a BID, the difficulties through the process but also the most enjoyable aspects! Importantly the Academy approach was tested and feedback has been positive. Here are some of the key findings:

- Overall 79% of participants regarded the Academy approach as excellent.
- Participants cited the main benefits of the Academy approach to be: collective learning, peer support, and sharing of experiences.
- 92% of participants reported that it would have been more difficult to take forward a BID without the Academy support and approach.
- 83% of participants thought that the best way to support future BIDs was through another BIDs Academy.
- 91% of participants regarded the programme of BID support workshops as excellent or very helpful.

Claire Maguire from Belfast One said, "The Academy approach is a fantastic way to network amongst and connect with other BID professionals from across Northern Ireland. The BID concept was new here and so it's great to be able to learn from Managers in the other Northern Irish BID locations."

Thinking about her experience developing NI's only Destination BID, Patricia Freedman from Cathedral Quarter Trust said, "The NI BIDs Academy provided the critical level of help and advice to enable us to develop a BID, meet participants needs and delivered high quality support, all in a timely manner. We really benefited from the collective learning, peer support, and sharing of experiences. It would have been much more difficult, if not impossible, to take forward a BID without the Academy support. The programme of BID workshops covered the topics we needed to know, backed up with relevant case studies and a study tour to learn from other BIDs in the UK. The workshops were dynamic and enjoyable and served as our support group throughout the process."

For information on continuing support and advice for BIDs in Northern Ireland you'll find everything you need here. Join the mailing list and stay in CONTACT. If you getting started and are CONSIDERING a BID we can help. Or we can explore with you a CUSTOM support package to meet your specific requirements.

### Twin Towns UK

Carnegie UK believes that towns are critical to the future economic prospects of the UK. Twin Towns UK takes a fresh approach to the well-established 'twinning' concept, by pairing towns across the North East of England, Scotland and Northern Ireland, with similar characteristics or socio-economic challenges, to consider how to make positive change in their communities.

Twin Towns UK will support up to 10 towns to trial bilateral 'twinning' arrangements over an 18-month period. Applications are invited until 25 November 2016 from interested organisations, such as community led partnerships, social enterprises and BIDs that represent their town in some capacity, know the challenges their town is facing and want to find solutions through collaboration.

With Carnegie UK support, twinned towns will work together to identify solutions to these common challenges, receive joint socio-economic planning support, and have access to additional small 'catalyst' funds to start delivering entrepreneurial activity that makes change happen.

More information of the application process can be found [here](#) or you can contact Kirsty Tait on 01383 721445 or 07575 286299.

### NINIS Customer Survey 2016

Northern Ireland Neighbourhood Information Service (NINIS) is a service delivered by NISRA providing free access to statistical and locational information relating to small areas across Northern Ireland. NINIS is committed to continual improvement and accessibility of small area statistics. Part of this involves getting feedback from users on their experience of accessing information from the website.

You are invited to complete this short survey - your feedback and comments will be used to evaluate and improve the service. The closing date for responses is Wednesday, 30 November 2016.

### CONTACT US

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