

Hi everyone,

Hope you are all keeping well. A very warm welcome to the latest e news update from NI BIDs.

It's exciting times in Belfast as Belfast CBD is currently in ballot. We expect their result at the end of October. This will be Belfast's third BID concentrating on the area behind the City Hall with a lot of commercial development and many new hotels. Good luck Conal and team!

It's great to read about the breadth of activity that the BIDs in Northern Ireland are delivering. I know we are particularly interested in the reward scheme initiated in Enniskillen and Strabane. Clearly people west of the River Bann like a great deal and we expect the reward card initiative will be a great success in each location.

We also want to congratulate Destination CQ BID on the delivery of very successful and high profile First Thursdays programme. The First Thursdays initiative was so popular that after hearing about the August event Prince Harry turned up at The MAC, Belfast for the second First Thursday in September. Clearly he must have had a great time and told his bro because Prince William turned up for the October First Thursday too! So a right royal party! We look forward to the programme continuing and developing over the coming year encouraging people to linger longer in Belfast Cathedral Quarter.

Destination CQ also supported the delivery of outdoor cinema on Hill Street 22nd by funding the premiere of the movie Drive by Shooting in an Culture Cinema on Hill Street. The BID also supported a lighting installation in Library Square. This was a great opportunity for the Bid t really boost its profile and support one of the best nights of the year in Belfast!

If Destination CQ's decadence and debauchery isn't your thing then the sporting activity in Newry would really have added the float to your boat. Sporting action can really add vibrancy to your location and the Newry Triathlon did just that. Mental note: Must get ourselves in shape for this and the other sporting events planned in BID locations in NI over the next year!

Its busy times for us as a team. We are delighted to be supporting the development of the Coleraine BID, Antrim Town Feasibility and an Industrial area BID for Armagh City, Banbridge and Craigavon Borough Council area. We always knew BIDS would be BIG in NI but this big so quickly? Its beyond our expectations.

So well done to you all and look forward to seeing you at the Future Towns Conference in Sligo on the 18th October or at our next NI BIDs training event on 15th November.

Keep up the great work!



Mo Aswat

**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



The Ballymena BID has seen a busy period with a Summer Carnival, the Britain in Bloom competition and the Northern Ireland Open.

On a Saturday in June, Ballymena was transformed into a hive of excitement and fun as the Summer Carnival rolled into town. Families and visitors enjoyed carnival games and crafts, face painting, live music, fun characters and a very popular pet farm at this free event.

Traders in the town set up their own stalls giving visitors the chance to sample their produce, as well as offering some fantastic offers and promotions. The event received excellent feedback from all who attended and businesses enjoyed a busy day of trading.

**New Floral Displays**

Visitors to Ballymena enjoyed a blooming and beautiful town centre this Summer with the addition of numerous new planters around the town.

The BID's sub group 'Safer, Cleaner, Accessible' partnered with Mid and East Antrim Borough Council's Nursery Department in a bid to enhance the appearance of the town, as well as improving the local environment for shoppers, businesses and visitors. It's hoped the addition of the floral displays increased the towns chances in the 2017 Britain in Bloom competition, as the judges visited in August.

**NI Open**

A number of town centre traders exhibited in the NI Open Village at this year's NI Open golf tournament, which took place in Galgorm Castle in August. A great event which truly showcased many of the independent retailers.

**Autumn 2017**

Ballymena BID has announced that their successful 'BID for Business' breakfast series is set to return. The workshops, delivered by leading industry experts, are opportunities for businesses within the BID area to benefit from advice on a relevant topic.

The series, which began last year, returns on Thursday 12th October and the theme of the first workshop is 'Doing Better Business in Ballymena.'

Preparations are also well underway for November's Discount Day and a Christmas campaign. Further information can be found at [ballymenameans.com](http://ballymenameans.com).

**Photo Captions**

*Ballymena Means Summer Carnival - Mayor of Mid and East Antrim Borough Council, Cllr Paul Reid pictured with visitors to the Ballymena Means summer carnival.*

*Town Centre Planters - Pictured at one of the beautiful blooming planters in Ballymena Town Centre is Noel Robinson, Mid and East Antrim Borough Council with PJ McAvoy, Safer Cleaner Accessible Chairman and William Alexander, Ballymena BID director.*

*NI Open - Pictured at the Ballymena BID stand during the NI Open is Molly Thompson from Marmalade Clothing, Ballymena and Belfast.*

*Business Breakfasts - BID Manager, Alison Moore with President of the Ballymena Borough Chamber of Commerce and Industry, Ronan McCann and Chief Executive of Fathom, Gareth Dunlop*

## 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



**'Clean start' for Belfast Businesses**

Belfast One – Belfast City Centre's Business Improvement District (BID) – has launched a new City Centre cleansing service which is part of our commitment to businesses within the Belfast One area. Broken glass, fast food wrappers, cigarette butts, dangerous and unsanitary waste are just a few examples of what businesses have to face when they arrive at their premises in the mornings.

The new scheme will see local business McQuillan Companies perform a range of professional external cleaning services to City Centre businesses four days a week before premises open. This is over and above the cleansing already offered by Belfast City Council.

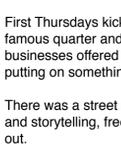
Bronagh Lawlor, Managing Director of Belfast One said: 'We are delighted to be launching our new City Centre cleansing service which is part of our commitment to businesses within the Belfast One area. The aim of this project is to improve the experience of visitors in our capital city by maintaining a high level of cleanliness and it will be in addition to the very professional service already being delivered by Belfast City Council's Cleansing Services. We have been working closely with Belfast City Council in development of the new service to agree a baseline, and to ensure this initiative does not duplicate the service they are already providing; rather it will enhance it.'

Gavin McQuillan, of McQuillan Companies, said: 'We are looking forward to partnering with Belfast One and all the businesses in the area. They have a daily task of not only operating in a highly commercial environment but, like any city, they also have to deal with external threats to their premises in the form of litter and graffiti. Our cleansing team will help to save them time, staff resource and money.'

Bronagh concluded: 'We are also pleased to be working in partnership with the Welcome Organisation. The cleansing team will provide another link between the charity and rough sleepers who they assist on a daily basis to get the support they need.'

Jo Daykin – Goodall, Director of Operations at The Welcome Organisation said: 'We are delighted to be working in partnership with the new cleansing project. The project will alert our outreach service to people sleeping rough in doorways and enable us to provide a faster response to those who need our services.'

Belfast One is the business improvement district (BID) for Belfast City Centre, serving the core businesses within the City Centre including hospitality, retail and professional companies. The new city cleansing service is part of the BID's commitment to enhancing the City Centre.



**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



Here at Destination CQ we have just finished our run of First Thursdays in August, September and October. We thought Fridays should be replaced by Thursdays and encouraged people to throw themselves (metaphorically) into the first Thursday of every month in Belfast's celebrated arts quarter. The Team at Destination CQ programmed additional events and experiences indoors and out and coordinated these with the existing activity already going on in the Quarter. We wanted people who live, work and play in the area to get up and get out or ditch the commute to linger longer and support the early evening economy.

First Thursdays kicked off on Thursday 3 August and showcased the very best of the city's most famous quarter and what it has to offer for all. Over thirty organisations, venues, galleries, bars and businesses offered up something a little bit special throughout the evening, opening a little longer, putting on something a little extra, little something a little different.

There was a street market, live music, street performers, exhibitions, area tours, children's workshops and storytelling, free activities and special offers on food and drink around every corner, inside and out.



**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

Enniskillen BID Ltd are starting to make their mark within the local area, getting involved in events and supporting local initiatives. One of the high profile events to come to Enniskillen was the BBC Proms in the Park which came to Castle Coole on Saturday 9th September. Enniskillen BID were delighted to assist with build-up events and they also funded a free shuttle bus which assisted in making the event go smoothly.

Enniskillen BID have formed an exciting partnership with Waterways Ireland and were please to support the recent pilot Activity Hub. This hub encourages locals and visitors to "have a go" on the beautiful Lough Erne which surrounds the Island town of Enniskillen.

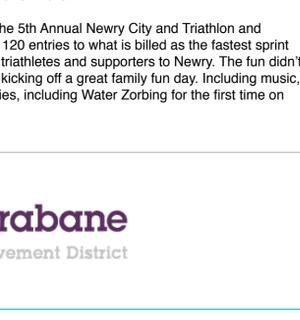
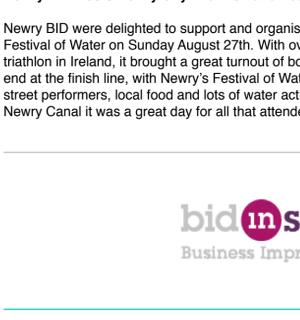
Enniskillen BID are delighted to announce that the Enniskillen Gift Card will be the first town gift card in Northern Ireland and it will be launched at the Fermanagh Herald Awards in October where we received our YES result last year. What an exciting and busy year it has been for Enniskillen BID!

Finally we are pleased to have local marketing company Talk Up on board to run the first town Christmas campaign "Enniskillen Doors of Christmas". This will be an activity online campaign backed up with strong local media and every levy payer can become involved. This has been very well received.



**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 Hosts Newry City Triathlon and Festival of Water**

Newry BID were delighted to support and organise the 5th Annual Newry City and Triathlon and Festival of Water on Sunday August 27th. With over 120 entries to what is billed as the fastest sprint triathlon in Ireland, it brought a great turnout of both triathletes and supporters in October where the fun didn't end at the finish line, with Newry's Festival of Water kicking off a great family fun day. Including music, street performers, local food and lots of water activities, including Water Zorbing for the first time on Newry Canal it was a great day for all that attended.



**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

## Other News

**Future Towns Conference**

The "Future of Towns Summit 2017" brings together thought leaders in town regeneration, government departments, local authorities, tourism, business associations and community groups from right across the Island of Ireland.

With the uncertainty surrounding BREXIT, for consumers and retailers, now is the time that towns and villages will get together and work together to bring positive change to communities around Ireland.

The event takes place on the 18th October in the Radisson Blu Hotel in Sligo. For more information and to book your place visit the event website [www.thefutureoftowns.ie](http://www.thefutureoftowns.ie)

**NI BIDs Training and Development Programme**

Our training and development programme continue over the coming months. The next session is schedule don 15th November. If you are interested in finding out more about this event please contact [peter@themosaicpartnership.co.uk](mailto:peter@themosaicpartnership.co.uk)

**NI BIDs Media Training**



Well done to all the participants on the Media Training course organised by NI BIDs and hosted in the Destination CQ offices.

The training was delivered by Sarah Proke Communications who are Sophie Travers and Camilla Long. All the participants got a chance to film a piece to camera and critique their performance.

As well as loads of general tips on engaging, preparing and delivery of media interviews on a proactive basis, participants also looked at crisis PR and what to do if you get one of those dreaded calls from local TV and radio looking for an immediate comment/interview.

Feedback was really positive! Well done everyone!