

# NORTHERN IRELAND BIDS

Hi everyone,

A very warm welcome to the second eNews update from NI BIDs. Thanks to everyone who got in touch to give us very positive feedback on the first eNews distributed in July 2016. Those who got in touch particularly liked the short and snappy updates from each BID just getting a flavor of what is going on in each location.

So, no doubt we are all getting back into the swing of things after what has been a very busy summer for everyone involved in NI BIDs. Wider interest in BIDs is really picking up and we are pleased to see a number of new locations joining our email contact list and speaking to us about potential BIDs in their places. Remember if you are thinking about a BID in your location just visit [www.nibids.org](http://www.nibids.org) and get in touch with us via email or telephone. We are the only NI based dedicated BIDs development and support organisation that have worked through the NI BIDs legislation so when you talk to us you really are talking to the only experts with direct practical experience of delivering 5 successful yes ballots in Northern Ireland.

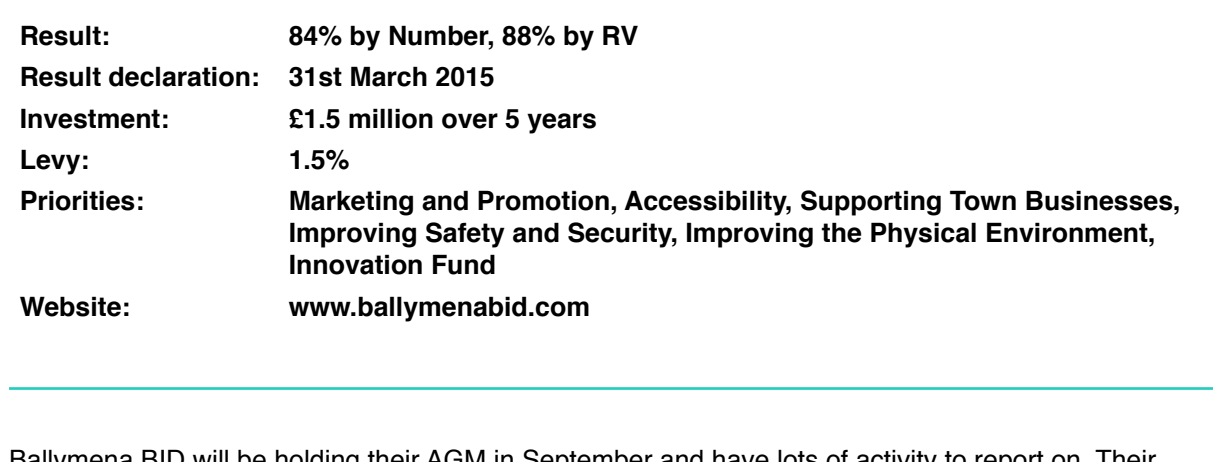
As always the next few months ahead will be busy and interesting. We look forward to running a networking and support workshop for the existing NI BIDs on the afternoon of October 14th. We are also looking forward to the result of the Enniskillen ballot on that day so come and share your experiences and celebrate (read more below).

Finally, we are planning an event in November for anyone interested in BIDs to come along and here from us and other experts about the benefits a BID can bring to your location and how you might go about getting started. Read some of the testimonials below from participants in the NI BIDs Academy.

So look forward to hearing from you and seeing you soon.

Regards,

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](http://www.ballymenabid.com)

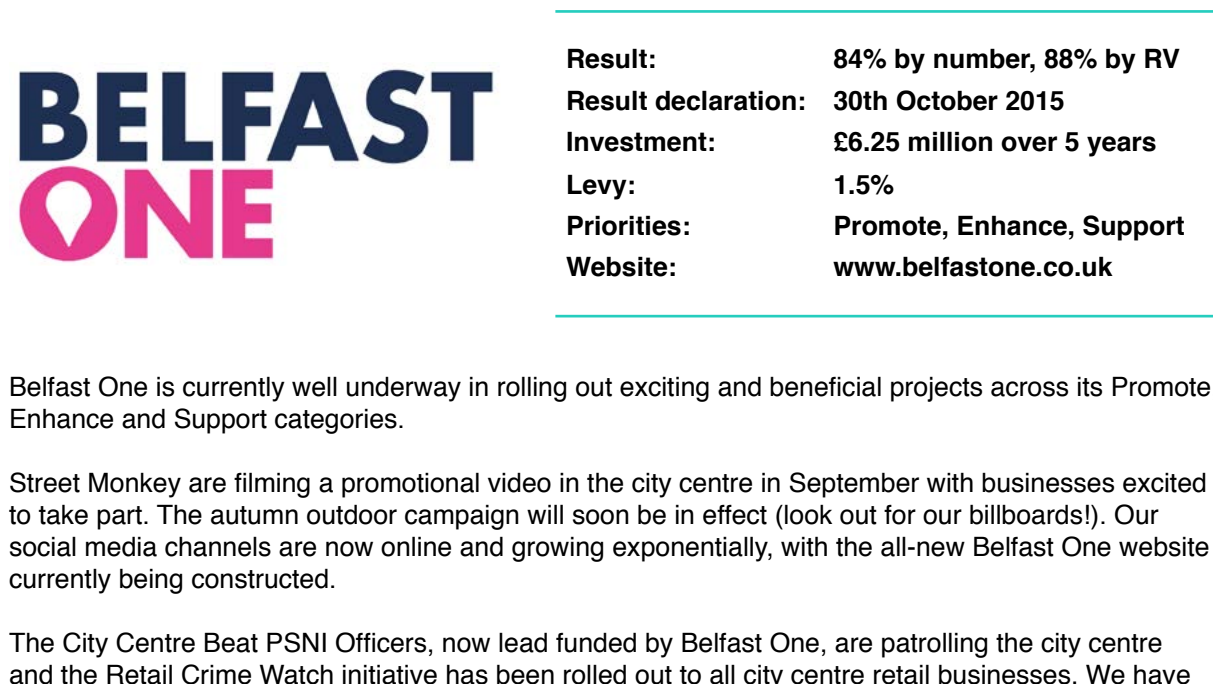
Ballymena BID will be holding their AGM in September and have lots of activity to report on. Their most recent initiative will help Ballymena Businesses reduce their business costs. We know that reducing business costs is one of the key benefits a BID can bring. Alison Moore from Ballymena BID explains:

"Ballymena BID have appointed Renewable Partnerships Ltd as the preferred energy management broker. Renewable Partnerships are able to obtain broker rates for electricity from the six principal electricity suppliers to the Irish Market. They are able to model the specific energy usage of a client business and recommend the ideal supplier commensurate with that usage pattern. Clients know that they will be receiving the best value electricity that can be obtained for their usage. Renewable Partnerships have already begun to work with BID businesses identifying electricity savings that can be obtained both from smarter energy use as well as through changes in procurement. Over the term of the BID their expertise will be available for all businesses in the Ballymena BID area."

Of course the important element of the work is that each business has access to the review and can audit their own energy costs. Alison emphasised the bespoke nature of the service.

"Renewable Partnerships will continue to work with each client business every year ensuring that an optimum buying arrangement is maintained. They will manage all aspects of supplier switch across (as necessary) and update relevant managers/business owners of macro influencing factors, which will impact the cost of energy by a biannual reporting framework. Both Renewable Partnerships and Ballymena BID are delighted to be working together in this new arrangement and anticipate being able to achieve an appreciable overhead reduction for participating BID Members."

Importantly, these are benefits accrued that can be easily measured and communicated to BID businesses and will ensure that Ballymena BID can actively demonstrate in fact and figures the savings and efficiencies its initiatives have returned to positively impact the bottom line.



**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](http://www.belfastone.co.uk)

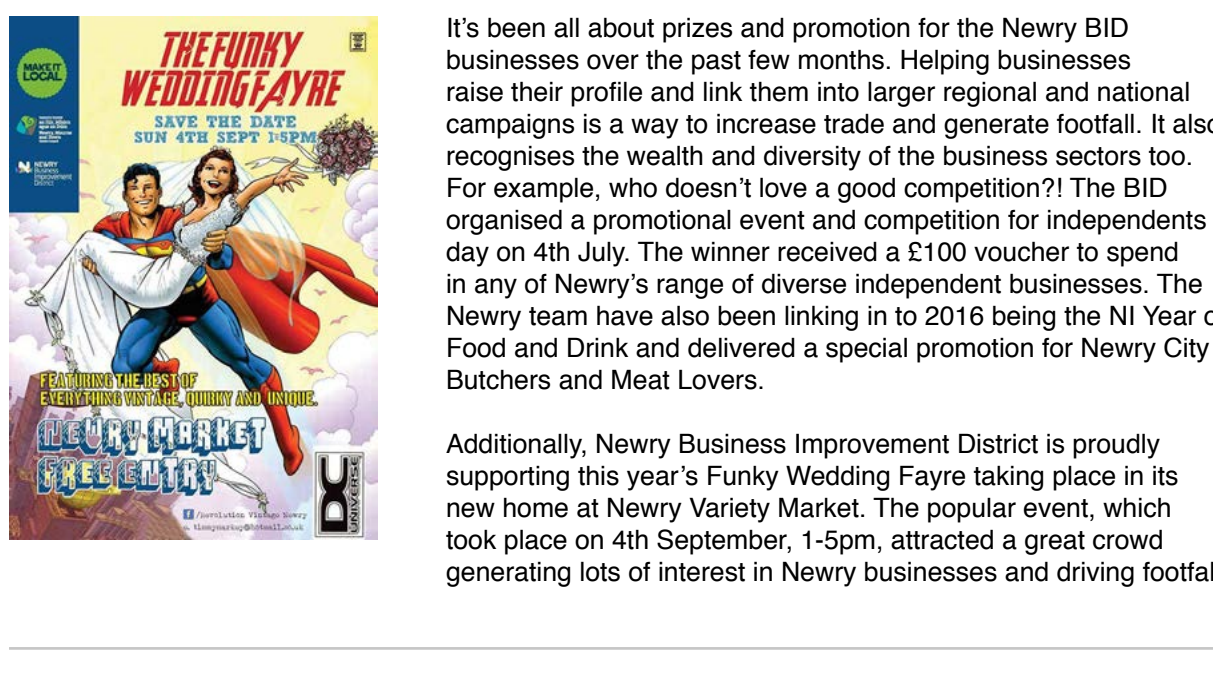
Belfast One is currently well underway in rolling out exciting and beneficial projects across its Promote, Enhance and Support categories.

Street Monkey are filming a promotional video in the city centre in September with businesses excited to take part. The autumn outdoor campaign will soon be in effect (look out for our billboards!). Our social media channels are now online and growing exponentially, with the all-new Belfast One website currently being constructed.

The City Centre Beat PSNI Officers, now lead funded by Belfast One, are patrolling the city centre and the Retail Crime Watch initiative has been rolled out to all city centre retail businesses. We have received tenders for the Belfast One Ambassadors and will soon be appointing the contract winner.

Additionally Belfast One have completed two projects to help save businesses money – on their utilities (such as electricity) and merchant services. Businesses who have signed up have made significant savings on both these overheads. The BID has also gone out for tender to obtain a unified waste provider for the city centre with the aim of providing a cheaper and better service for our businesses.

All in all, we are off to a flying start and we are very excited to finally be putting our plans into action!!



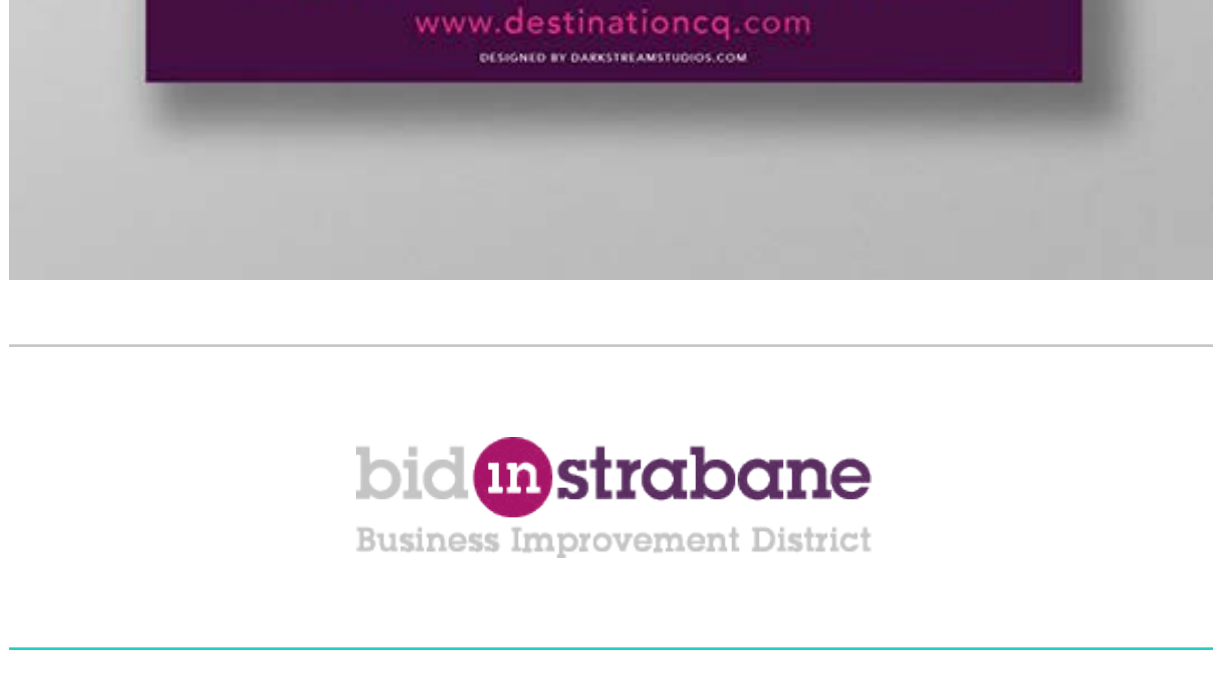
**Result:** 87% by number, 92% by RV  
**Result declaration:** 6th November 2015  
**Investment:** £1.8 million over 5 years  
**Levy:** 1.5%  
**Priorities:** Marketing our City, Supporting Business, Better Access, Improving how we look, Innovate Newry Fund  
**Website:** [www.newry.com](http://www.newry.com)

It's been all about prizes and promotion for the Newry BID businesses over the past few months. Helping businesses raise their profile and link them into larger regional and national campaigns is a way to increase trade and generate footfall. It also recognises the wealth and diversity of the business sectors too. For example, who doesn't love a good competition? The BID organised a promotional event and competition for independents day on 4th July. The winner received a £100 voucher to spend in any of Newry's range of diverse independent businesses. The Newry team have also been linking in to 2016 being the NI Year of Food and Drink and delivered a special promotion for Newry City Butchers and Meat Lovers.

Additionally, Newry Business Improvement District is proudly supporting this year's Funky Wedding Fayre taking place in its new home at Newry Variety Market. The popular event, which took place on 4th September, 1-5pm, attracted a great crowd generating lots of interest in Newry businesses and driving footfall.

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

Destination CQ BID is excited to launch their first project at Culture Night Belfast. Culture Night will be held on 16th September 2016, Destination CQ BID will launch the new Belfast Visitors Map – a vibrant and creative map for tourists and locals alike. The BID will also promote the upcoming pedestrian crossing on High Street during Culture Night. Come along and join them celebrate in the cultural heart of Belfast at Northern Ireland's first Destination BID!



**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](http://www.bidinstrabane.com)

Since April, when businesses voted resoundingly in favour of creating a Business Improvement District (BID) in Strabane town centre, members of the original BID Steering Group, with assistance from Derry City and Strabane District Council, have been hard at work setting up the brand new BID Company.

Representatives from a range of business sectors across the town have come together to form an interim BID Board supported by two Working Groups, which will develop projects within the specific areas of Marketing & Events, Access & Experience and Business Support. Over the coming five years, Strabane BID will have a fund of approximately £640,000 to spend on improving Strabane for businesses, investors, workers, visitors and residents.

Much of the initial work to set up the company has now been completed, with the appropriate legal, financial and staffing structures in place. We will officially launch the BID in Strabane in October with the Boards inaugural meeting and election of Board members.

The Marketing and Events Working Group have also met to identify priority projects for year one that will attract more visitors, and give them reasons to keep coming back to Strabane. Catherine Collins, BID Project Officer said "Marketing and events is one of the areas where the BID will have real impact in raising Strabane's profile both locally and regionally, and increasing footfall to the town centre."

Liam Stewart, Chair of the Interim BID Board said "The beauty of the BID is that it will be run by people who experience Strabane on a daily basis and understand the town's challenges, but also its huge potential. We have a genuine vested interest in driving improvement in the town and as owners and employees of Strabane-based businesses we are extremely excited to have the opportunity to start work on initiatives that will have a tangible benefit in Strabane."

**Result:** N/A  
**Result declaration:** Declared 14th October 2016  
**Investment:** £1.1 million over 5 years  
**Levy:** 1.5%  
**Priorities:** Boost, Entice, Enhance  
**Website:** [www.enniskillenbid.co.uk](http://www.enniskillenbid.co.uk)

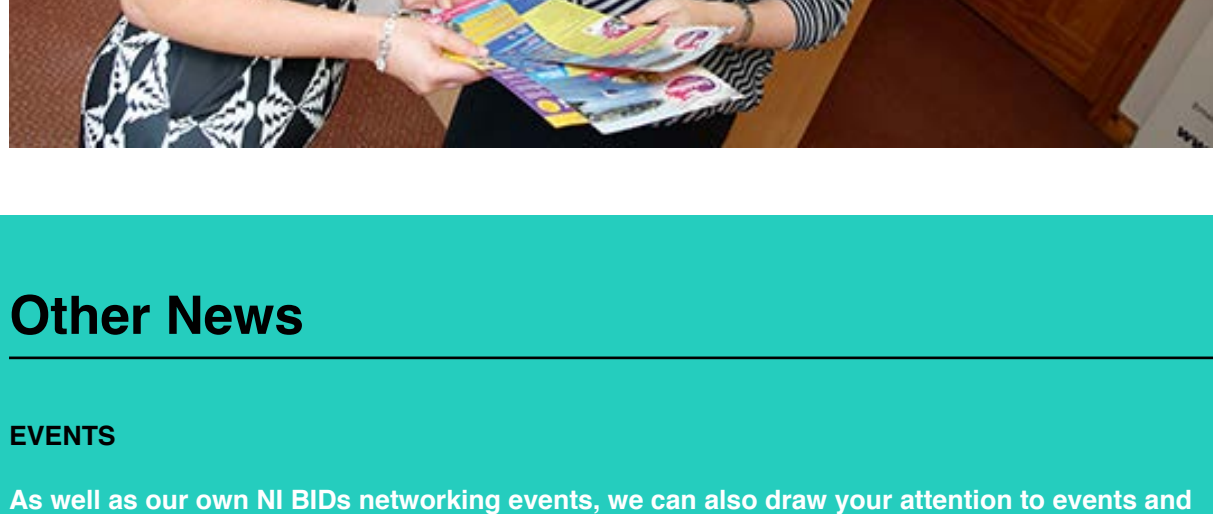
After almost a year of working with the business community in Enniskillen, the BID ballot has finally arrived in the county town of Fermanagh! The Ballot papers were dispatched on Thursday 1st September.

All eligible businesses within the Enniskillen BID area, 500 in total, will receive a ballot paper asking them to simply vote YES or NO to the proposals put forward by the Enniskillen BID team. The Ballot will remain open until 5pm on 13th October and as always, businesses are being urged to vote YES so that they can have a say in their own future success.

With Enniskillen BID over the next 5 years, the island town will receive an investment of almost £1.2 million. The BID will be dedicated to delivering projects, programmes and services to businesses in Enniskillen. The 3 key priorities will be to BOOST the local business community, to ENTICE Customers into the town and increase the numbers of people who visit and to ENHANCE the experience that those who choose to visit have in the town. The Enniskillen BID Business Plan sets out the projects that will be delivered if the businesses decide to vote YES. Showing her support for the BID First Minister Arlene Foster MLA dropped in to the BID Office for a catch up with Noelle.

As a BID levy payer in the town the First Minister is urging all businesses to read the business plan and take part in the Ballot. The Business Plan can be downloaded via [www.enniskillenbid.co.uk](http://www.enniskillenbid.co.uk) or you can email [advice@enniskillenbid.co.uk](mailto:advice@enniskillenbid.co.uk).

The result will be announced on 14th October.



## Other News

### EVENTS

As well as our own NI BIDs networking events, we can also draw your attention to events and conferences that you may find of interest. In the coming months there are the following events taking place that may be of interest to BID Teams and Businesses across NI.

NI Chamber annual Networking Conference and Business Showcase takes place on 14th September 2016 in St Georges Market, Belfast. Running between 8.30am and 2pm the event has a number of interactive seminars as well as presentations from Facebook Executive Stefanos Loukakos. Register at [northernirelandchamber.com](http://northernirelandchamber.com)

The annual NILGA conference is on Thursday 6th October 2016 in the Everglades Hotel, Derry/Londonderry. The theme for Conference 2016 is "Growing Enterprise, Strengthening Communities" - Local Councils Delivering in the Digital Age. Register at [nilga.org](http://nilga.org)

Agenda NI's NI Economic Conference is scheduled for 19th October in the City Hotel Derry/Londonderry. Billed as NI economic summit the event has attracted a number of key and influential speakers and commentators. Information at [agendani.com](http://agendani.com)

### NI BIDs ACADEMY

As we have mentioned, Enniskillen BID is the final location from the BIDs Academy to go to ballot. We are interested in your thoughts on the BIDs Academy approach whether or not you have been directly involved as a participant or as a supporting or interested party. We are planning an event in November to celebrate the achievements of the Academy and would love to incorporate your thoughts and comments into that event. If you have anything you want to say about the Academy please do get in touch with us.

### DESTINATION BIDS

Northern Ireland already has its first Destination BID, Destination CQ in the Cathedral Quarter area of Belfast. What other opportunities are there for Destination or Tourism focused BIDs in NI?

Since the economic downturn in 2008, public money has dried up for what are deemed non-essential services. Bin collections are important. So are schools and potholes. But are visitors? No one would argue that visitor income is not important but weigh this up against that fact that inevitably visitors don't vote in the tourism destinations and we have a bit of a conundrum. Consequently, we have seen a sea change in tourism promotion across the UK in the past decade – away from public money, because there is none, and into the arms of professional, private tourism businesses.

Into the arms of people who understand that tourism is vital, that it creates jobs and generates income, particularly at the seaside! On the Isle of Wight, for example where we have worked on developing a BID model, tourism accounts for 30% of income and jobs. Since April 2016, Visit Isle of Wight has been wholly privately funded, partly because the island's council reneged on a paper promise to part-fund tourism promotion for another six years. Visit Cornwall also went private last year after its funding received a battering. It had 68 staff a decade ago: now it has six. Many more of the UK's beleaguered tourism professionals seek a similar, lean route, out of the cash strapped grip of councils and their interference. However, it is not an easy transition: there are issues – resource issues. Cornwall has a serious tourism industry that needs promoting, and is willing and eager to pay for good marketing. Many counties without prime coastline do not have such resources. We know this as we begin work developing a Destination BID along the Lincolnshire coastline and have already prepared a DBID feasibility study for the Yorkshire Coast. Lincolnshire and Yorkshire need resources and they are looking at the BID model as the answer – a sustainable source of income, controlled and managed by those businesses that have a stake in the outcomes.

Areas with a strong tourism appeal, like Yorkshire and Lincolnshire, are ripe for transition to the BID model with private sector investment and management. The problem for locations is that the existing structures can be fragmented. It can be difficult to get all interested parties to agree to an area wide, privately funded entity able to harness modern digital marketing, and address the dynamics of millennial travellers expecting real-time research and information via mobile, not brochures. But there is progress, particularly in ways that tourism bodies are exploring ways to self-fund not least the example from Torbay and Greater Yarmouth areas where we have also worked to deliver successful DBIDs. From our experience we can see BIDs create a new private sector dynamic in tourism locations. The Isle of Wight BID, which was voted in in July of this year, is working with Visit Isle of Wight. Now enabled and empowered the diminished team of five at Visit Isle of Wight, sell bike hire, tours and hotel packages and generate £140,000, including online advertising, retail and website pages. Add this to the BID income and suddenly the destination dynamic is ramped up.

Interesting models from across the water here and we wonder how these can be transferred to Northern Ireland. We don't think there is a clear cut model, no one-size-fits-all approach to alter the face of destination and tourism investment overnight. The evidence however is clearly that change is afoot and its coming our way soon.

What are we going to do about it?

### CONTACT US

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