



**Boost Business...**  
in Enniskillen



**Entice Customers...**  
to Enniskillen



**Enhance Experience...**  
for those visiting Enniskillen



## Business Plan 2017 - 2022



# INTRODUCTION

## About Enniskillen

Enniskillen is the County Town of Fermanagh and is a great town with a huge amount to offer people who live, work and visit here. Enniskillen has long enjoyed the distinction of having a high proportion of independent traders to add to the richness of the mix on offer to visitors to the town.

The pubs, restaurants and cafes provide a range of culinary experiences and with a diversity of accommodation from Bed & Breakfast, Guest Accommodation, Hotels and Resorts, there is an array of choice for overnight visitors.

The island town of Enniskillen features a strong town centre which offers shoppers variety and choice with multi nationals trading beside small independent and family run businesses. Enniskillen is proud to offer this type of unique shopping experience and traders are anxious to maintain this status as it creates the special atmosphere that visitors continuously comment on.

Enniskillen is uniquely placed almost exactly in the centre of the County on the natural island that separates the Upper and Lower sections of Lough Erne. This offers a hugely attractive backdrop for the businesses located in the area.

Enniskillen is home to the Enniskillen Castle, one of the oldest recorded buildings originally built in the 16<sup>th</sup> Century. The Castle complex has under gone a £3.5million refurbishment and building investment and is re-opening to the public as the Enniskillen BID Business Plan is launched.

“The establishment of a BID in Enniskillen presents local businesses with a powerful opportunity to work together to identify and bring forward improvements to enhance their local business environment, attract more visitors and boost business. The Council is pleased to support the creation of Enniskillen BID which will allow businesses to manage and deliver initiatives to the benefit the area and the people who live and work there.”

Chairperson of Fermanagh and Omagh District Council, Cllr Mary Garrity







Enniskillen also is home to the Ardhowen Theatre, offering a year-round programme of professional drama, classical music, opera, dance, comedy, country music, children's events, community events and lectures.

Enniskillen successfully renewed its Purple Flag status in 2016. The Purple Flag is recognised as a standard of excellence for the evening and night time economy. Comments from the assessment concluded that

**“Enniskillen demonstrates a leading Purple Flag area in Ireland and should be proud of all their achievements and success.”**



There is so much on offer but we acknowledge that Enniskillen has been challenged and the economic climate for town centre businesses will continue to be affected by apathy, lower footfall, car parking issues, Brexit and competition from other towns.

Creating a Business Improvement District (BID) for Enniskillen will provide opportunities to address these issues in a collective manner whilst continuing to develop the vibrancy of the area. The plans to develop the Business Improvement District are detailed in this Business Plan.

**Your support for Enniskillen BID means giving businesses and organisations a real stake in how the future is shaped and developed as we move into the future together.**

#### **BID FACT:**

**Enniskillen BID will direct and deliver almost £1.2 million of investment over the next five years.**



**“ BID is a huge opportunity for business in Enniskillen to grow the economic output of our town. I fully support the vision of BID to create a more attractive town to the benefit of local businesses, staff and the wider general public. It is vital to have a strategic and co-ordinated approach and this is fully outlined in the business plan. ”**

**Rt Hon Arlene Foster MLA. First Minister of Northern Ireland.**

## WELCOME FROM THE ENNISKILLEN BID CHAIRPERSON

I am absolutely delighted to be able to introduce this Business Plan for Enniskillen BID. The BID proposal sets out a five year programme of projects and services led by local business to ensure that the Enniskillen BID region excels as an area of excellence in which to live, work, visit and shop.

This plan is a result of over a years consultation and talking to businesses based in The Enniskillen BID area. The Enniskillen BID Task Group has been committed to this process from the outset and we continue to be totally committed to the vision that Enniskillen BID is aiming to achieve. The Task Group has aimed to gather the views of all sectors who trade in the area and we have tried to ensure that the initiatives detailed in the proposed BID resonate with every business owner and manager.

The Plan has been produced following an in-depth consultation process and reflects the local issues and opportunities for your business, staff clients and visitors to the Enniskillen area.

Developing the BID has provided us in Enniskillen with an opportunity to aspire to greatness and to achieve amazing things for this town which we are committed to for the long term. This document sets out our plans to which we are committed and importantly, highlights the **practical and achievable** actions that local businesses and organisations can deliver to improve the area over the next five years.

“Fermanagh Lakeland Tourism welcomes this exciting development for Enniskillen. A successful outcome would have a huge impact on the economic future of the town. There have been proven results in other towns and the additional investment of funds would raise the profile and offering of the town for tourists and locals alike.”

Tanya Cathcart



The Enniskillen BID is a unique opportunity for businesses to collectively come together and invest in their business and in their area. Enniskillen BID will deliver specific projects which will give the area sustained and realistic improvements over a five-year period.

Enniskillen has many positive aspects but in the economic climate we find ourselves, it is essential that it remains competitive. To do this, we need to ensure that investment is made in services and projects that will generate a beneficial return. Some of the investments which are outlined will be self-financed through Enniskillen BID, but many will also require significant collaboration with other key stakeholders such as our local Council, community sector and other government agencies.





We want you to **say YES** to add Enniskillen to the increasing list of other very successful BID areas in Northern Ireland, Scotland, Wales and England. We want you to say **YES** to Enniskillen reaping the benefits which our projects can offer.

We have a choice to make: continue as we are and watch our competitors move forward or use this chance to take the lead in shaping our trading and business environment.

The BID is an exciting opportunity for all businesses and organisations to work together and deliver projects that continue to invest in the place where we do our business delivering real demonstrable change through our themes of



**Boost Business**



**Entice Customers**



**Enhance Experience**

**Say Yes to Success!**



**Anna Devlin**  
Chairperson



“ I would be hopeful the licensed trade outlets in Enniskillen will vote overwhelmingly in favour – Blake’s of ‘The Hollow’ certainly will. The cost to pubs is relatively modest and is an opportunity to create a more profitable environment over the next five years. Most importantly, the money is raised locally to be spent locally for our benefit. ”

Pat Blake, Blake Group



## A BUSINESS IMPROVEMENT DISTRICT FOR ENNISKILLEN

A Business Improvement District (BID) is a partnership in which businesses from a defined area agree to make a collective contribution to the development and improvement of their district. The money collected from this contribution is used solely to deliver the plans set out in this document.

“Enniskillen BID is one of the most important and exciting developments in our town. It has the potential to make a huge difference to Enniskillen. The BID will generate a fund for businesses and is 100% under the control of businesses that are located in Enniskillen. This means we can direct those funds to wherever businesses in the town feel that we need extra resources to be focused. Enniskillen BID provides an opportunity to bring local stakeholders together in a unique way to enable the area to develop its high quality offering.”

Enniskillen Business Partnership



## YOUR OPPORTUNITY – YOUR ENNISKILLEN BID

Enniskillen has rich resources with a mix of cultural, arts, history business, hospitality and natural environment.

**We need to make more of them as key stakeholders and Enniskillen BID offers this opportunity, to deliver improvements and benefits.**



“The Enniskillen BID is an exciting opportunity for the local community, business owners and local organisations to decide and control how their town is managed. It will help to bring growth and prosperity to Enniskillen, increasing tourism and footfall and improving services. The Enniskillen BID has the full backing and support of Little Wing Pizzeria and we look forward to the exciting times ahead.”

Luke Wosley Little Wing Enniskillen







The Enniskillen BID is a real opportunity to secure our future as a prosperous and thriving destination.

**Led by the businesses and organisations in the area**, Enniskillen BID will coordinate and work in collaboration to make the area a better place to **VISIT, WORK, STUDY, LIVE** and do **BUSINESS** throughout the year.

## ENNISKILLEN BID WILL DO THIS BY:

Supporting existing local events to enhance and improve Enniskillen

Developing and attracting new events that entice new visitors into Enniskillen town

Promoting local businesses with marketing and profiling of Enniskillen as a destination

Improving the trading environment by enhancing the public realm and creating a welcoming atmosphere for clients, customers, visitors and staff

Working in partnership to drive down costs and shape the future of our area

Growing our evening economy further and developing our daytime offering to increase visitor footfall, dwell-time and spend

## WHAT WILL WE DO? ENNISKILLEN BID WILL:

**Direct and deliver almost £1.2 million of investment over the next five years.**

Deliver a warm welcome to visitors, day, evening and night.

Increase footfall and raise the area's profile through enhanced, and targeted marketing and coordinated promotions and events.

Improve safety and cleanliness.

Enhance the accessibility through out the BID area for visitors and employees.

## ENNISKILLEN BID WILL DELIVER PROJECTS UNDER 3 THEMES



### Boost Business

Enhancing the trading environment. The BID will do this through BID-supported initiatives and pilot projects to develop business capacity and skills and reduce business costs.



### Entice Customers

Promoting our town's attributes to key target markets. The BID will do this through professional, sustainable branding and marketing campaigns, utilising on-line technology and social media



### Enhance Experience

Enhancing the experience of visiting Enniskillen. The BID will do this by working closely with the Council and other public sector agencies to deliver improvements to the town centre streetscape and accessibility into and around Enniskillen, particularly signage, interpretation and street animation.

## THE BENEFITS THAT MATTER TO YOU

Business Improvements Districts are designed to offer real returns and deliver tangible and demonstrable benefits to the businesses and organisations that pay the BID Levy. Voting yes for Enniskillen BID means realising tangible benefits whether you are a business, tenant, property owner or statutory body. As BIDs cannot replace statutory services we have collated a set of Baseline Statements with relevant statutory agencies to ensure benefits delivered by Enniskillen BID will add value to existing service provision.

Each business and organisation that contributes to Enniskillen BID expects a return on their investment. For some this will be just financial. For others it will have a corporate social responsibility aspect.

### BID FACT:

BIDs can show that for every £1 invested from the levy payment the contributor receives £3 worth of value in return.

## ENNISKILLEN BID AIMS TO:



Increase Profile



Increase Sales



Increase Growth



Reduce Costs





## BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A BID is an arrangement whereby businesses get together to decide what additional improvements they want to make to their location how they are going to manage and deliver those improvements and what they are prepared to pay to make it happen.

BIDs invest in and deliver projects to improve the local trading environment, drive down business costs and raise the area's profile.

BIDs are led and controlled by those who contribute a levy payment; they are independent, not for-profit organisations with ring-fenced resources and finances.

The BID is financed by a levy of 1.5% made on the basis of your rateable value (NAV), this levy is an investment by businesses.

BIDs operate for up to five years. Throughout the term they are accountable to their levy-payers and must demonstrate how they make a difference. After five years, a re-ballot must be held to enable the BID to continue.

BIDs offer businesses an opportunity to identify priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID Company monitors results and performance to show how these benefits accrue.

BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective and efficient way.

There are more than 240 BIDs operating all over the UK. BID legislation was introduced in Northern Ireland in the summer of 2014.

**Belfast City Centre (Belfast One), Ballymena, Newry, Cathedral Quarter (Belfast) and Strabane have already voted yes for BIDs.**

## YOUR VOTE



# YES



# NO

In order for a BID to be established, a ballot of all eligible businesses and organisations in the BID area is held. For the ballot to be successful, conditions must be met:

**At least 25% of the eligible ratepayers entitled to vote in the ballot must have done so and total at least 25% of the eligible rateable value.**

**Over 50% of businesses that vote, must vote in favour of the BID.**

**Of the businesses that vote, those voting yes must represent a greater total rateable value than the ones that vote no.**

**If you are eligible to vote, a ballot paper will be sent on 1 September 2016 and you will have until 13 October 2016 to cast your postal vote.**

If these conditions are met, the BID will be established. The BID levy will be mandatory for all eligible businesses in the BID area regardless if they have voted yes, no or chosen not to vote at all. If the BID is established, by way of a majority vote, then all eligible businesses within the BID Boundary will have to pay the levy. This is enforceable under the Business Improvement Districts Act (Northern Ireland) 2013.

### BID FACT:

**After their first term, nine out of ten BIDs continue after a re-ballot - with a higher turnout and a stronger mandate. BIDs Work!**



Enniskillen BID  
**VOTE YES**





## LET'S ANSWER YOUR QUESTIONS:

### Am I eligible to Vote?

All businesses located in the Enniskillen BID area are entitled to vote (see map and street list on Page 12-13). There are a few exemptions and these are set out in detail on Page 22. This includes all businesses with a rateable value of less than £5,000. This is standard good practice for BIDs across the UK, as the cost of collection may exceed the actual levy raised. These businesses can, and many across the UK do, choose to make a voluntary contribution (decided by the BID board) and avail of the BID benefits.

### How do I vote?

The person with the authority to vote in your organisation will receive the ballot paper in the post. All votes must be received by 5pm on 13 October 2016 by Electoral Reform Services, the organisation who will independently conduct the ballot. Each business ratepayer that is eligible to vote will have one vote for each of their properties. Some organisations occupying more than one property will have more than one vote.

### Is this a way for the Council and statutory agencies to save money?

No. Indeed Fermanagh and Omagh District Council and statutory agencies such as PSNI, Education Authority and Court Service for NI will be levy payers too. All projects and services delivered by the BID will be new, or in addition to, statutory services. The BID has been working with statutory agencies to develop baseline statements that record the level of statutory service currently being delivered.

### BID FACT:

Legally, a BID can only deliver over and above existing services that are managed by public agencies. A BID can only ADD to an area.

### Isn't This What I Pay My Business Rates For?

No. Rates are a property tax used to fund both local and regional services in Northern Ireland. They are collected by Land and Property Services on behalf of the Northern Ireland Executive and the District Councils. Businesses have little say in how the business rates for non domestic properties are distributed or spent. The Enniskillen BID levy will be calculated in accordance with the rateable value of the business unit and the funds will be kept in a separate bank account to be invested within the BID area.

### How Much Will This Cost My Business?

To work out your annual BID levy: divide your rateable value (RV) by 100 and multiply by 1.5.

Ratable Value	Maximum Annual Levy	Maximum Daily Equivalent Costs
£5,000	£75	21p
£7,500	£113	31p
£15,000	£225	62p
£25,000	£375	£1.03p
£50,000	£750	£2.05p
£100,000	£1,500	£4.11p



**For the majority of Enniskillen based business this represents an investment of less than £1 per day.**

If you are not sure what your rateable value is, please contact Enniskillen BID: [advice@enniskillenbid.com](mailto:advice@enniskillenbid.com) or visit the LPSNI website to find your rateable value in the 2015 Revaluation publication.

<http://revalpublication.dfpni.gov.uk/>.

### What Other Areas Are Doing This?

In Northern Ireland five towns/areas, during the last 18 months, have campaigned for BID's. All have voted YES. Ballymena, Belfast One, Newry, Belfast Cathedral Quarter and Strabane are all now Business Improvement Districts.

### After the ballot

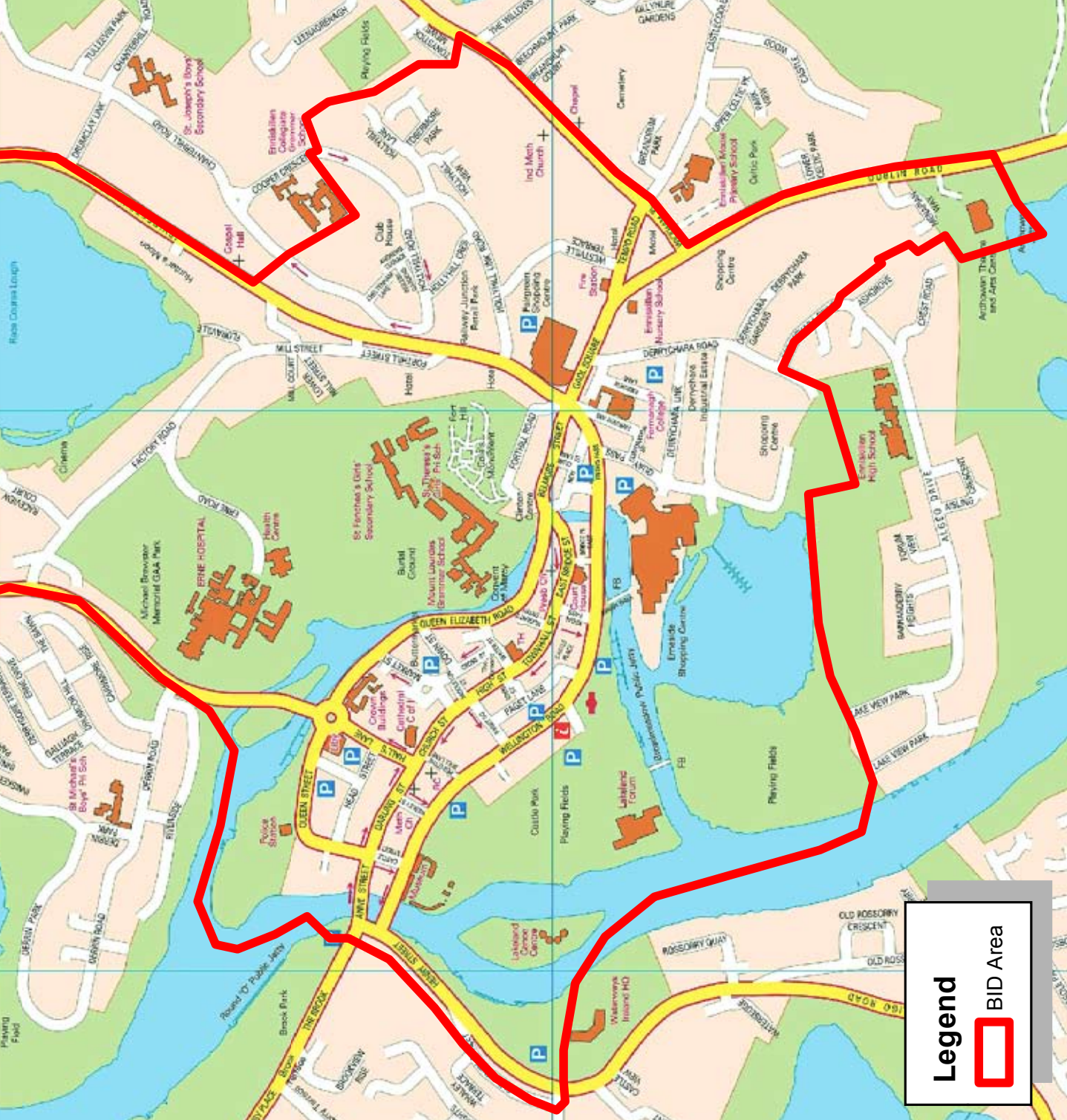
Under the legislation, if the BID is approved, all businesses regardless of how they voted will be under an obligation to pay the levy each year for five years. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

### What happens at the end of the BID term?

A BID's mandate is for a maximum of five years. A BID wishing to continue beyond that must reaffirm its mandate through re-ballot, based on a new business plan.







## THE BID AREA

BID investment will only be spent on projects within the BID area, in line with the statutory regulations.

If you are unsure whether your business or organisation falls within the BID boundary please get in touch: [advice@enniskillenbid.com](mailto:advice@enniskillenbid.com)

### Street List – Enniskillen BID area

The following streets are located within the BID area:

Anne Street	Market Street
Barbour Court	Middleton Street
Belmore Street	Mill Street
Broadmeadow Place	New Street
Castle Street	Nugent's Entry
Church Street	Old Henry Street
Cornagrade Road	Paget Lane
Corporation Street	Paget Square
Cross Street	Quay Lane
Darling Street	Quay Pass
Derrychara Link	Queen Elizabeth Road
Derrychara Road	Queen Street
Down Street	Regal Pass
Dublin Road to Ardhowen	Shore Road
East Bridge Street	Sligo Road
Eden Street	Tempo Road/Tonystick Mews
Erne Road	The Brook
Factory Road	The Buttermarket
Frith's Pass	The Diamond
Halls Lane	The Point - Erneside
Head Street	Townhall Street
Henry Street	Water Street
High Street	Wellington Road
Holyhill Link Road	Westville Terrace
Irvinestown Road	

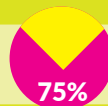


## HOW WE GOT HERE – ENNISKILLEN BID

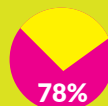
Our journey towards this Business Plan began in 2014 when members of Enniskillen Business Partnership saw the potential for Enniskillen to benefit from the BIDs ethos. Enniskillen was chosen, as a destination with potential, to join the Northern Ireland BID Academy which provided support to develop a BID area.

**In 2015 over 350 businesses in Enniskillen were surveyed to determine whether there was an appetite for a BID. The findings showed:**

Majority support for strong coalition and collective working between businesses:



Majority believed that collective marketing and promotion of Enniskillen was vital.



Survey showed top 3 key areas for development were: Marketing & PR: Business Support: Environment.

**All respondents indicated the following as important to improve:**

Street cleanliness / Removal of litter / Prevention of anti social behaviour / Property damage

### SINCE NOVEMBER 2015 ENNISKILLEN BID HAS:

- Held open consultations:
- Distributed BID literature:
- Set up a dedicated website, [www.enniskillেনbid.co.uk](http://www.enniskillেনbid.co.uk)
- Held one to one meetings with businesses:
- Hosted monthly meetings with Task Team Members:
- Initiated press coverage in local newspapers:



**This journey led to the finalisation of the themes and projects that will set our Enniskillen BID path for the next five years..... If you say YES**

*“ BID has my support, it will provide the businesses with independence to make our own decisions and gives us opportunities to be proactive and achieve things at a quicker pace ”*

Malcolm Sloan, Sloans Shoe Shop





## THE ENNISKILLEN BID PROJECTS



**Boost Business**



**Entice Customers**



**Enhance Experience**



“ As a longstanding family retailer we have been proud to serve the people of Enniskillen.

We believe that the existence of a BID is vital to help provide an environment where business can thrive. ”

Stanley McEllwaine, Director, S D Kells Ltd



“ Enniskillen is a fantastic town to do business in and visit and it is important that we all work together to promote the town at every opportunity. As a bank we are happy to support and work collaboratively with the BID Company and other businesses to make sure that this initiative is a success. ”

Sean Darcy, Manager First Trust Bank



## Boost Business

### BID FACT:

## BOOST BUSINESS - 5 YEAR EXPENDITURE TOTAL IS £265,000

### You said:

“Increasing sales is so important”

“Businesses need support to maximise opportunities”

“Attracting investment and funding is needed specifically for the town area”

“In order to support BID, business owners need to see a return on their BID investment by saving money”

“We need to encourage the growth of independent retailers in the town area”

“Belmore Dental is delighted to be a part of the Enniskillen Bids process, anything which brings businesses together and improves the area is definitely worth supporting.”

Lorraine Browne  
Belmore Dental



### ENNISKILLEN BID WILL:

**Save your business money** – BID will act as a collective body to benefit from economies of scale. BID can negotiate with trade waste and recycling providers to drive down costs. This project will begin within the first initial months of BID and in some circumstances this type of saving will actually offset the BID levy.

**Provide one to one mentoring support to grow business.** Business mentoring programmes that allow businesses to avail of one to one business support and expertise have demonstrated that they can grow sales and sustain employment.



None of the costs incurred through the development of the BID and before the formal ballot will be paid for by the BID Levy. This cost has been supported by the local council

The Enniskillen BID Mentoring Programme will allow business owners and managers to identify areas of strengths and weaknesses and develop individual business action plans.

Mentors will work on a one to one basis with businesses to work on the action plans and achieve clear outputs. Mentor topics can and will include: **Marketing, Promotion, Customer Care, Recruitment, Financial Management and Digital Marketing.**



“ This is an exciting time for Enniskillen Castle as we reopen our doors to the public following a multi-million pounds refurbishment to create a state-of-the-art heritage gateway for the area. Enniskillen BID will further help to promote everything Enniskillen has to offer, encouraging even more people to visit Ireland's only island town to enjoy its unique visitor offering. ”

Sarah McHugh, Museum Services Manager

**Vacant Units and Incentives to Invest:** The BID will monitor occupancy issues within Enniskillen and it will provide incentives to encourage businesses into the town centre. We will work to reduce vacancy levels, if necessary, by supporting start ups and pop ups. Support may be financial or by providing information and guidance. We will work closely with the Council and other support agencies such as Invest NI to deliver this project

**The BID will enable access to landlords to address empty and unsightly property issues**

**Coordinate Town Centre Performance Measurement:** This will allow businesses to analyse factual information on footfall and customer spend. This type of accurate information will prove vital in analysing trends and deciding on remedial action if trade is decreasing.

**Mystery Shopper Initiative:** Businesses in the BID area will be eligible to join into this initiative and mentors will be available to help decipher the information received. This will link in with our aim to improve customer experience.

**Support the longevity of the Purple Flag area:** Enniskillen BID recognise the Purple Flag status as one of great importance for the town as a destination. Purple Flag is a positive initiative that indicates an entertaining, diverse, safe and enjoyable night out and Enniskillen BID can work proactively to maintain and boost this.



## Entice Customers

**CUSTOMER ENTICE - 5 YEAR EXPENDITURE TOTAL IS £410,000**

### You said:

**"Footfall is something we need to address and increase"**

**"We have great potential in Enniskillen with a 'different' type of tourism - medical tourism. We need to acknowledge this and develop it within our promotion"**

**"We must develop a calendar of high quality events to complement existing events. These events need to increase footfall and spending within Enniskillen"**

**"We need to find niche events that can, in time, be associated with Enniskillen"**

**"Enniskillen should be marketed firstly to the domestic market, we need to keep our locals shopping in the island county town"**

**"Businesses need to know more about their customers and visitors and how we can enhance their experience"**

**"The town centre needs to act more as a unit so that we can offer customers a better experience when they visit Enniskillen"**

### We Will:


Create and manage an up to date Enniskillen town website and seamless social media presence. Working alongside the mentoring programme, business owners can develop individual digital marketing strategies that can work hand in hand with the town branding.

Increase the profile of Enniskillen as a tourism destination. Tourism is vital to many of our businesses, Enniskillen BID will collaboratively develop marketing strategies which promote the town of Enniskillen. BID will work with Fermanagh Lakeland Tourism, Tourism NI and Tourism Ireland.

**“Ulster Bank is committed to helping the communities in which we work and live and we believe the Enniskillen BID will help to further regenerate the town and make it a more attractive place to do business, to socialise and to live in”**

**Shirley Muir, Branch Manager Ulster Bank**





The Enniskillen Masterplan 2012 identified the **Buttermarket** area as one that had underdeveloped potential. Enniskillen BID agree that this area could be the key factor to profiling the town as 'a town that is truly unique'. We will work with all businesses to improve access to this area, develop the potential it has to add character to the entire town.

Enniskillen BID knows that innovative marketing works, we have great marketeers on our Task Group! Enniskillen BID will commit to working with experts to profile Enniskillen using: social media apps: moving images: mobile movie making: You Tube Channel: Virtual visits. Smartly used these can be extremely effective on spreading a message and importantly are extremely cost effective! The BID will also deliver specific Enniskillen town tourism projects such as developing tours and packages.

An interest from Waterways Ireland to an Erne Blueway is hugely positive and presents a number of opportunities for Enniskillen. We are committed to working with Waterways Ireland as a key strategic partner to make the Erne Blueway a reality. BID will aim to work with businesses to present Enniskillen as a unique Blueway Experience.

We recognise the international appeal that cultural events in the past had, such as the Beckett Festival. The BID will work collectively with other agencies to make targeted large scale events sustainable and commercial.

Establish a YEAR ROUND promotional campaign for Enniskillen. We will promote BID events, BID initiatives and ensure that the campaign becomes even more focused at the key times of year such as Easter, Christmas and other key events.

"Enniskillen Evenings" – The BID recognises that Enniskillen may not be capitalising on the evening economy particularly during week nights.

We will pilot one late night opening for the entire BID area where we will work with businesses, mentors, Purple Flag, Safety Wardens and PSNI to ensure success. We will manage tailored campaigns, town entertainment, staff deals and business to business promotions to promote the success of this. Conduct customer and visitor market research which will be disseminated for levy payers to use to create better customer experiences

Enniskillen Gift Card – There is potential to introduce a pre-paid gift card that can be branded for Enniskillen. This gift card will be exclusively for use in businesses within the BID area. There are other successful examples of this type of initiative in Scotland which we will investigate and research.





## Enhance Experience

### BID FACT:

The Task Group is made up of local businesses and organisations

## ENHANCE EXPERIENCE - 5 YEAR EXPENDITURE TOTAL IS £199,900

### You Said:

“Our public areas need modernised”

“Enniskillen is good but it could be Great!”

“Visitors need assistance to navigate around the Enniskillen town area”

“Visitors should be able to access and navigate around town easily”

You feel that parking enforcement has been detrimental to growth

### We Will:

Support Fermanagh and Omagh District Council in its delivery of the proposed Public Realm Scheme. We can have meaningful input into the governance of the Scheme from the very outset. Enniskillen BID have been invited to participate on the Project Steering Group who will contribute to all key stages of the project. We can have input and influence with proposed signage, use of unused public spaces, graphic design of the areas public areas etc.

If we want to encourage and attract more visitors we need to make it easy as possible for them to discover all that we have on offer.

We will look at how we can enhance signage from the main access points in town to all other areas of shopping and dining that Enniskillen has to offer.

World Host Town – we will work with existing training providers to maximise this customer focused training which will ultimately enhance the experience of visitors to Enniskillen

The BID is committed to all safety and security issues that have an impact on trading in Enniskillen. The BID will contribute the business contribution towards the cost of maintaining and monitoring the CCTV operating in Enniskillen







The BID will contribute towards the Christmas Lights in Enniskillen. Currently individual businesses are asked by the Council to contribute to this annual event, we propose that one payment from Enniskillen BID will ensure a fairer process.

Business owners have told us that having a Warden dedicated to the town centre would be welcomed and would be a useful resource. Enniskillen BID will work with the local Council, PCSP and PSNI to employ a part time Town Centre Warden. This role will specifically deal with community safety issues that negatively affect trading in the town. This will result in issues being dealt with immediately and lead to them being resolved quicker.



“ BID provides an excellent opportunity for what many local business owners having been asking for many years, to have control on the allocation of funding to be spent directly on projects that will deliver significant benefits and tangible results for the local area. Enniskillen has a diverse range of cultures, businesses and facilities that can become even more attractive to customers, investors and tourists with a robust business plan created and delivered by local business owners. ”

Jim Masterson, Enneside Shopping Centre

Improve a “Sense of Arrival” to Enniskillen - We will examine current experiences of visitors, clients and shoppers coming into Enniskillen. A sense of arrival that is welcoming, vibrant, positive and unique to the area is what we will aim to achieve. We will examine options surrounding public art, town signage, floral displays and roundabout features.

## Additional Income

BIDs are able to generate additional income. This plan estimates how Enniskillen BID will generate an additional income during the 5 years that the BID will be in operation. Additional sources of income could include, for example

- **Commercial sponsorships.**
- **Grants**
- **Voluntary contributions from businesses and organisations not covered by the BID levy arrangements.**

## TO BE CLEAR .....

The BID legislation regulates BID ballots and the framework under which BIDs must operate.

### Key points are:

#### BID Creation and BID Ballot:

- Each business ratepayer that would be liable for the BID levy will have one vote for each of their eligible properties, provided they are listed on the Non-Domestic Rates list as provided to Enniskillen BID Team by Land and Property Services NI 22 June 2016.

#### BID Levy and Who Contributes:

- The rate of the BID Levy (1.5%) will be fixed for the full term of the BID (five years).
- The rate will not be subject to inflation or alterations.
- The BID levy will be applied to all businesses within the defined area with a rateable value of or exceeding £5,000 provided they are listed on the Non-Domestic rates list as provided by Land and Property Services on 22 June 2016.
- The levy amount will be calculated as 1.5% of annual rateable value as set out in the Local Non Domestic Rating List for that financial year.

### The following will be exempt from paying the levy:

Organisations with a Rateable Value below £5,000

Churches and Schools

Non-retail charities with no trading income, arm or facilities and are entirely volunteer based

Non-profit making organisations with an entirely subscription and volunteer based set up  
New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.

If a business ratepayer occupies the premises for less than one year, the levy paid will be calculated on a daily basis.

Properties on the rating list, including vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner, occupier or registered business ratepayer.

“My business is supporting BID because it allows us to collectively pool our resources and form a company that manages those resources which we have control of and is completely separate from local Council. Over five years £1.12 million will be invested locally for the benefit of businesses, when we reach this stage we truly can manage our destiny. As a business owner this is a no brainer”

Joe Kelly, Paget Properties Ltd



ing Lovely



The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the NON-DOMESTIC RATE REGULATIONS 1989 made under the Local Government Finance Act 1988.

VAT will not be charged on the BID levy.

The BID levy is a tax allowable expense.

“Devenish Galleries and Framing Workshops have been in business for over 30 years and seen many improvements in the town and surrounds. However, there is much need for continued promotion for Fermanagh as a tourist and shopping location in the unique island town of Enniskillen. It is well worth supporting the BID to bring better focus and emphasis on the potential of the town.”

Colin Burns Devenish Galleries

### BID Operations and Management

The Billing Body is authorised to collect the BID levy on behalf of the BID Company.

Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.

The BID funding will be kept in a separate BID Revenue Account and transferred to the BID Company.

BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.

The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and, as such, to vote at annual general meetings.

The BID Company will project a set of annual accounts made available to all company members.

BID staff will be appointed, will be based in the BID area and will work with the appropriate agencies to deliver the programme of projects.

The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.

## PROPOSED INCOME & EXPENDITURE ACCOUNTS - 2017 - 2022

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
	2017/2018	2018/2019	2019/2020	2020/2121	2021/2022	
BID Levy	225,040	225,040	225,040	225,040	225,040	£1,125,200.00
Additional Funding (4)	15,000					£15,000.00
<b>Total Income</b>	<b>240,040</b>	<b>225,040</b>	<b>225,040</b>	<b>225,040</b>	<b>225,040</b>	<b>£1,140,200.00</b>
Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	
BID Projects						
Boost Business	£57,000	£52,000	£52,000	£52,000	£52,000	£265,000.00
Enhance Experience	£39,980	£39,980	£39,980	£39,980	£39,980	£199,900.00
Customer Entice	£90,000	£80,000	£80,000	£80,000	£80,000	£410,000.00
<b>Total Project Spend</b>	<b>£186,980</b>	<b>£171,980</b>	<b>£171,980</b>	<b>£171,980</b>	<b>£171,980</b>	<b>£874,900.00</b>
Overheads	Year 1	Year 2	Year 3	Year 4	Year 5	
Staff	40,000	40,000	40,000	40,000	40,000	£200,000.00
Training	500	500	500	500	500	£2,500.00
BID Financial Costs	5,000	5,000	5,000	5,000	5,000	£25,000.00
Insurance	600	600	600	600	600	£3,000.00
Contingency	6,960	6,960	6,960	6,960	6,960	£34,800.00
<b>Total Overheads</b>	<b>53,060</b>	<b>53,060</b>	<b>53,060</b>	<b>53,060</b>	<b>53,060</b>	<b>£265,300.00</b>
<b>Total Expenditure</b>	<b>240,040</b>	<b>225,040</b>	<b>225,040</b>	<b>225,040</b>	<b>225,040</b>	<b>£1,140,200.00</b>

Office Costs, including rent, rates and utilities are provided as In Kind Costs from Fermanagh & Omagh District Council.

Staff and overhead costs will not be more than 20% in line with other BIDs across NI.

1. BID levy income is based on a 97% collection rate
2. Staffing includes BID Manager
3. Contingency is calculated as 3%
4. Additional funding secured from Fermanagh and Omagh District Council towards the salary cost of the BID manager

All of the funding for the Enniskillen BID will be ring-fenced and can only be spent on additional projects and services that you have agreed to in this Business Plan.  
As an independent, private company, the BID can also seek additional financial contributions and match-funding on projects.



A man in a dark suit and a woman in a red blazer are standing outside a building. The man is on the left, smiling, and the woman is on the right, holding a folder. The building has a sign that says 'Solicitors' and a red door.

## GOVERNANCE & MANAGEMENT FOR ENNISKILLEN BID

The Enniskillen BID will be run by a new, not-for-profit company limited by guarantee.

Enniskillen BID will be managed by an organisation that will have a Board of Directors, directly accountable to the BID levy payers.

This Board will be responsible for the delivery of projects ensuring that they are delivered on time and on budget to the highest standards possible including:

- Effective delivery of the projects and services as set out in the Enniskillen BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

Board members will serve voluntarily. Membership of the Board will be generally reflective of the sectors within the BID area. It will also take into consideration the need to ensure the necessary set of skills are included, for example, marketing, legal, human resources and accounting. There is also a commitment to ensure as far as possible Board membership from across the BID areas geography.

### **BID FACT:**

**On average a BID can access additional funding and resources of typically 20% of the levy income**

The BID Task Group, which has worked hard to develop this plan, will form an initial and interim board of directors. During the first year, a formal board election will be held in which any levy paying business will be eligible to stand for BID Board Director. There will also be places for non-voting advisory members to ensure 'joined-up working'.

As a levy payer, you will have a stake in the BID Company. Members of the BID Company will control what the BID funds are spent on and can hold the BID Company to account throughout the term. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

The BID will also fund a dedicated, full-time staff resource to ensure the projects outlined in this business plan are delivered effectively and efficiently. Responsibilities will include:

- Communication between levy payers and the Board;
- Delivery and management of the BID Business Plan; and
- Seeking additional financial contributions towards the BID Company.

**If successful at the ballot, Enniskillen BID will formally commence during January 2017. It will run for five years.**

## MEASURING PERFORMANCE & REPORTING BACK ON ENNISKILLEN BID

The BID will need to show it is delivering against its objectives and delivering for your business or organisation. The board will set the Key Performance Indicators (KPI's) and criteria upon which to measure the BIDs progress and performance.

The Enniskillen BID will produce Annual Reports detailing:

Town Performance Data   Annual Surveys   Town Profile Measurements   Value for Money analysis

Measuring performance will be carried out at regular intervals and the results will be reported back to levy payers, other stakeholders and potential investors via

Annual Meetings   Group Forums and meetings   Events   E-bulletins  
Letters   Face-to-face meetings   Newsletters   Website

## WHAT HAVE OTHER BIDS ACHIEVED

### Ballymena BID - Voted Yes in March 2015

One of Ballymena BIDs first projects was a Christmas advert campaign. The BID commissioned a local videographer to make a short film telling the story of a lost bear. The £5,000 four minute advert rivalled big budget projections and was viewed over 80,0000 time in over 49 countries and even featured in the regional news.



### Newry BID - Voted Yes in November 2015

Newry BID immediately took over the management of the events that were planned for NI Year of Food & Drink 2016. Newry BID have worked with the local Council and Tourism NI to successfully manage a number of high profile events in the town.



### Bath BID

The Great Bath Feast: This event started in 2012 to boost trade, it provides a framework to enable restaurants and leisure businesses to gain maximum exposure and promotion.

[www.bathbid.co.uk](http://www.bathbid.co.uk)



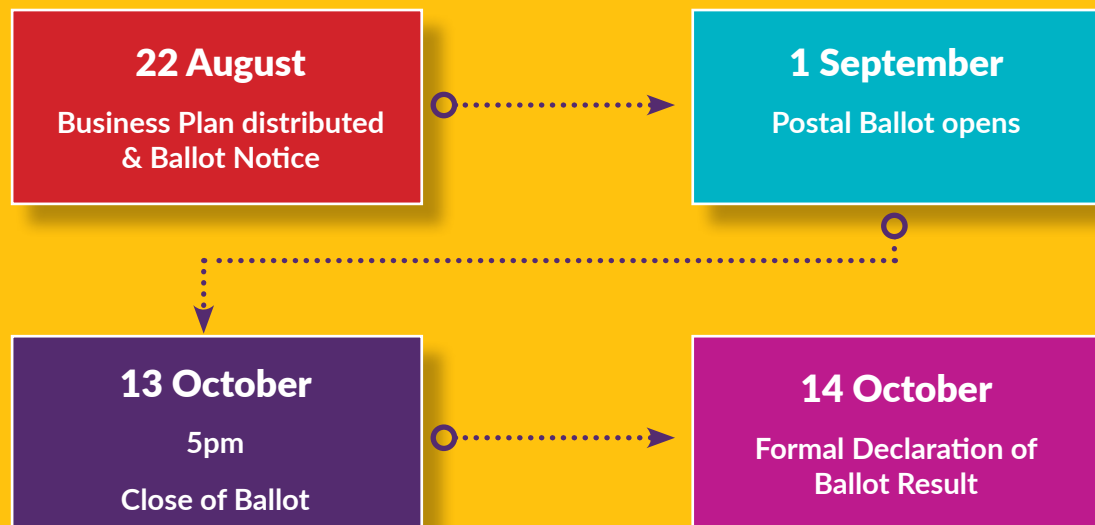




“ ‘As a local Recruitment & Training Organisation we are keen to support all local business to meet their Recruitment & Selection needs as well as any training requirements. We recognise the strength in businesses collaboration and see the Enniskillen BID as great opportunity for this to happen. The local community can come together to raise money and deliver projects which will benefit businesses like ours directly and indirectly... We are excited to be involved and look forward to the future. ’”

Michelle Baker, Manager Rutledge Group.

## FINALLY



Businesses occupying more than one eligible property will be sent one ballot paper per property

**Tick YES** if you want to see Enniskillen BID in operation and want to see the projects being delivered here to benefit you!

If your organisation is entitled to multiple ballot papers please complete all of them: don't waste your votes.

The Ballot is via POST. Voting by proxy is available.

**Look out for the ballot notice – it will be delivered by Post.**





**Boost Business...**  
in Enniskillen



**Entice Customers...**  
to Enniskillen



**Enhance Experience...**  
for those visiting Enniskillen



To discuss any aspect of this  
Business Plan, contact:

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**[www.enniskillenbid.co.uk](http://www.enniskillenbid.co.uk)**

Follow updates on the  
ballot on twitter!

**@enniskillenbid**

**LET'S MAKE ENNISKILLEN BETTER TOGETHER**

