

## Enniskillen BID - Newsletter Spring 2016

**Hello and welcome to the second newsletter from Enniskillen BID.**

Since our first edition we have been talking to you, the business owners and entrepreneurs of Enniskillen, about what a BID should do for you. These consultations helped to develop a Summary Business Plan



Summary Business Plan

You can DOWNLOAD this on [www.enniskillenbid.co.uk](http://www.enniskillenbid.co.uk)

The Enniskillen BID Task Team meet regularly to ensure Enniskillen BID is moving forward. The Task Team is made up of local business representatives who want to promote Enniskillen as a place where people are happy to do

business, to live, to work and to spend time.

**If you are interested in being a part of the BID team please contact us:**

- Anna Devlin, Cavanagh Kelly
- Pat Blake, Blakes of the Hollow
- Nicky Cassidy, Westville
- Tanya Cathcart, Fermanagh Lakeland Tourism
- Tom Harpur, Enniskillen Business Partnership
- Jim Masterson, Erneside Shopping Centre
- Terry McCartney, Belmore Court & Motel
- Anne Mooney, North West News Group
- Declan Devlin, O2 & Pizza Hut Enniskillen
- Jonathan Poots, Boots Ltd
- Jonathan Styles, Mercers



Enniskillen BID is on Twitter:  
[@enniskillenbid](https://twitter.com/enniskillenbid)  
Follow us for latest updates on BID

You can also visit our website  
[www.enniskillenbid.co.uk](http://www.enniskillenbid.co.uk)

**Northern  
Ireland Towns  
Say YES To BID**

**Ballymena**  
31 March 2015  
84% of businesses supporting BID



**Belfast ONE, City Centre**  
31 October 2015  
84% YES vote



**Newry BID**  
6 November 2015  
87% YES vote



**Belfast Cathedral Quarter**  
15 April 2016  
84% YES vote



**Strabane**  
22 April 2016  
95% YES vote



**Enniskillen BID Business Plan Launched**  
22 August 2016

**Enniskillen BID Ballot Open**  
1 September 2016

**Enniskillen BID Ballot Announcement**  
14 October 2016

**Let's make Enniskillen the next YES Vote**  
**VOTE YES**

**ENNISKILLEN WILL GO TO BALLOT ON  
1ST SEPTEMBER. LET'S MAKE IT THE NEXT YES VOTE!**



# Enniskillen BID – What could be delivered...



## Business BOOST

Coordinate and deliver **Mentoring** and support for local businesses

Attract new **investment** and provide incentives to encourage businesses to locate in Enniskillen town

**Increasing sales** in the BID area by encouraging innovation in trading

Coordinate **Town Centre Performance measurement**, eg installation of footfall counters

Actively seek additional **funding** for Enniskillen Town Centre

**Support** new Start Ups by providing information and guidance



## Customer ENTICE



**Promote** Enniskillen Town to identified target markets

Implement an Enniskillen **voucher** scheme to promote loyalty within the County market

Enhance **Civic Pride** within local markets

Support existing events and develop new **events** which drive footfall

Promote continued **customer safety**, supporting current **CCTV** provision

## ENHANCE EXPERIENCE



Improve **accessibility** into and around the town centre

Work in partnership with local Council to deliver the proposed **Public Realm Scheme**

Improve orientation into and around the town centre with branded directional and information signage

Improve affordability through tactical **parking** promotions

Work in partnership with other stakeholders to commission **Public Art** to enhance the uniqueness of Enniskillen town.

Coordinate town centre dressing and **window displays** at key trading periods



Now is the time to work together...

Vote YES



You can contact Enniskillen BID:

Telephone: Noelle McAloon **07872424246**

Email: [advice@enniskillenbid.co.uk](mailto:advice@enniskillenbid.co.uk)

