

## Enniskillen BID Newsletter

This newsletter is designed to keep you up to date with developments within the Enniskillen BID.

### The Story so far....

BIDs have been active in towns and cities across the UK since 2004. Northern Ireland has currently two BID's, Ballymena which will see a £1.5million investment over a 5 year period and Belfast which will see a £5.5million investment over a 5 year period.

See [www.ballymenabid.com](http://www.ballymenabid.com) & [www.belfastone.co.uk](http://www.belfastone.co.uk) for more details. Businesses in these areas have reported immediate benefits including town centre activity weekends and development of a 'Mi Ballymena' app.



There are four other areas in Northern Ireland working towards a YES vote for a BID.

**The Enniskillen BID** is being promoted by the Enniskillen Business Partnership.

If successful it will provide all businesses, within the defined area, with the opportunity to take control of some aspects of their trading and business environment, allowing them to benefit from a collaborative approach. The Enniskillen BID will allow businesses to raise a sum of money to manage and deliver projects to benefit the area.

### What is a BID?

A Business Improvement District is an initiative where businesses come together to decide what improvements are needed in their area, above and beyond those governed by statutory provision. This additionality will ensure that the direction of improvements will be identified by the businesses themselves led by a TASK Team.

### Meet the TASK TEAM

New members are strongly encouraged to join this group, get in touch to join



#### Chairperson:

Anna Devlin,  
Cavanagh Kelly Accountants

#### Members:

Pat Blake - Blakes of the Hollow  
Nicky Cassidy - Westville Hotel  
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  
Jonathan Poots - Boots Ltd  
Jonathan Styles - Mercers

**Collaboration will ensure that businesses decide themselves what the area needs**

**The Enniskillen BID area will not be finalised until the Business Plan is completed. Your opinion on the BID area is welcomed**



### BID Timeline of Activities

 <b>12, 13, 18 November 2015</b> Open Meetings with Businesses	 <b>5 December 2015</b> Summary Business Plan Launched	 <b>December 2015 - January 2016</b> Feedback and consultation time on Summary Business Plan	 <b>February 2016</b> Full Business Plan launched: BID Ballot Opens on 17 March 2016	 <b>29 April 2016</b> Declaration of Ballot
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# What can you expect from a successful Enniskillen BID?

The strength of the BID is that it is up to the businesses to agree what will be done. Evidence shows that businesses located in a successful BID area experience:

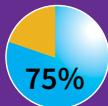
- Increased footfall
- Reduced business costs
- Increased staff retention
- Improved area promotion.

## Who pays for a BID?

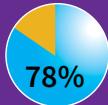
The Summary Business Plan will set out a clear budget for proposed actions and services within Enniskillen BID. The cost to each business is worked out on a pro rata basis – BID LEVY. If a YES vote is achieved all businesses within the BID LEVY area have to pay, regardless of how they voted. The BID LEVY is based on a percentage of the rateable value of the individual properties, typically 1%-2%. The LEVY is payable by the rate payer.

## Key Survey Findings

Our initial consultation with the businesses has indicated that the following are the areas that are deemed to have priority



There is majority support for a strong coalition to represent and collectively champion the needs of Enniskillen businesses, 75% stated it as important or very important.



78% reported that they believed collective marketing and promotion of Enniskillen was important or very important, but only 32% believed that this was currently good or very good – with 40% believing it is currently poor.



Respondents indicated that the following areas were ranked as most important: Marketing & Promotion, Business Support and Environment of Enniskillen



All respondents considered that street cleanliness, the removal of litter and prevention of anti-social behavior and property damage were important or very important.

## Next Stage:

### Open Meetings

This is your chance to be involved. 

Your opinion is vital. Drop along to one of the meetings to have your say. The sectors below are being used as a guide only – come along at a time that suits you

**VENUE: Intec Centre, East Bridge Street, Enniskillen**  
**Thursday 12th November**

9.30am Retail Sector  
11.00am Hospitality/Tourism  
12.30pm Professional Services

**Friday 13th November**  
12.30pm Night time economy

**Wednesday 18th November**  
12.30pm General

**These meetings will last no longer than one hour**



## Christmas in Enniskillen

### Sunday 15th November

Santa is arriving at the Erneside Shopping Centre at 1pm

### Enniskillen Christmas Lights Switch On:

### Saturday 21st November

Entertainment in the Diamond from 3.00pm including a flash dance routine! Santa will be in town from 4.50pm with lights switch on at 5.30pm

### Saturday 5th December 2015

(Small Business Saturday UK): Enniskillen Craft & Food Fair  
10am – 5pm. Music, face painters and cartoon characters.

### Saturday 12th December 2015

Seasonal Music, face painters, cartoon characters.

