



# Summary Business Plan





## Chairman's Introduction



*Anna Devlin*

As Chairperson of the Enniskillen BID Task Team, it is my pleasure to introduce you to the Draft Summary Business Plan for Enniskillen. This BID proposal sets out a 5 year programme of projects and services led by local business to ensure that the Enniskillen BID area excels as an area of excellence to live, work and shop.

In the current economic climate it is essential that Enniskillen remains competitive. To do this, we need to ensure that investment is made in services and projects that will generate a beneficial return on investment for Enniskillen. BIDs have enjoyed significant success in towns and cities across the UK for many years now and businesses in these areas have reported immediate benefits including increased spend by customers and reduced business costs.

We want you to say YES to add Enniskillen to the list and reap the benefits. We have a choice to make; continue as we are and watch our competitors move forward or use this opportunity to take the lead in shaping our trading and business environment. I am confident that the Enniskillen BID will give both your business and Enniskillen as a whole a more competitive edge and allow us to be part of something truly transformational for our local area.

So get involved and let us know what you think! **Say YES to Success!**



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 our county town.

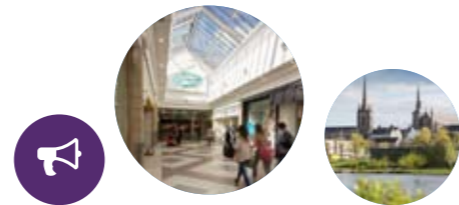
Enniskillen has the added benefit of providing a unique experience to our large numbers of visitors who see the opportunity to spend time enjoying both the distinctive environment and the warm welcome afforded to them.

We want to promote Enniskillen as a place where people are happy to live, work and spend time. Business Improvement District status provides Enniskillen with an opportunity to formalise the relationships between businesses and realise the desire expressed by these businesses to cooperate with one another to achieve better outcomes for the common shared interests of the town.

2014 saw the introduction of the legislative framework for Business Improvement Districts in Northern Ireland. Since 2004 the UK have voted for over 240 Business Improvement Districts in towns, cities and areas. These areas have witnessed significant and measureable **benefits** following the implementation of the 'YES' vote.

Enniskillen was chosen as one of only six areas in Northern Ireland to be the first to seek BID status and reap the benefits of a collaborative approach.

**Businesses leaders operating within Enniskillen saw the potential in BIDs and seized the opportunity it affords to every business to reduce costs, increase footfall and improve trading conditions.**



BIDs are business led and business focused. Establishing a BID is a democratic process. The BID will last for 5 years. Everyone in the BID area has a voice and a vote. Everything within the BID plan must be additional and cannot replace what you already pay for. A BID must demonstrate benefits for business- they are proven to drive business and footfall upwards.

The BID will be managed by local businesses, properly constituted in an open election, and representing the wishes of all businesses. The full business plan will be the foundation of the BID election – our manifesto for a YES vote.

### Case Study

Since 2004 the UK have voted for over 240 Business Improvement Districts in towns and cities.

These areas have witnessed significant and measureable benefits following the implementation of the YES vote. Some interesting examples include:

**Bath BID:** Introduced "Town Rangers" that were commissioned to perform cleaning on premises throughout the BID district. They'deep cleaned' 600 businesses yearly and this was totally funded by BID! In 2012 Bath BID launched "the Great Bath Feast" event which provided a platform to enable restaurants and leisure business to boost trade.

**Bedford BID:** now in their third five year term, the Love Bedford BID has developed a number of exciting initiatives. These include Love Bedford gift vouchers with over £600,000 worth of town centre vouchers being redeemed in the area with 250 businesses participating. Utilitrack was developed to allow levy paying businesses to save money on utilities by combining the buying power of all businesses as a single entity for energy, telecoms and broadband





You have been **talking....**  
We have been **listening.**

\*Survey distributed to all businesses operating in Enniskillen in June 2015

\*122 completed surveys were analysed in July 2015



**Pat Blake**  
Secretary,  
Pubs of Ulster,  
Fermanagh

*"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 5 years.*

*Most importantly, the money is raised locally to be spent locally for our benefit."*



## Keys findings from 2015 Enniskillen BID Survey

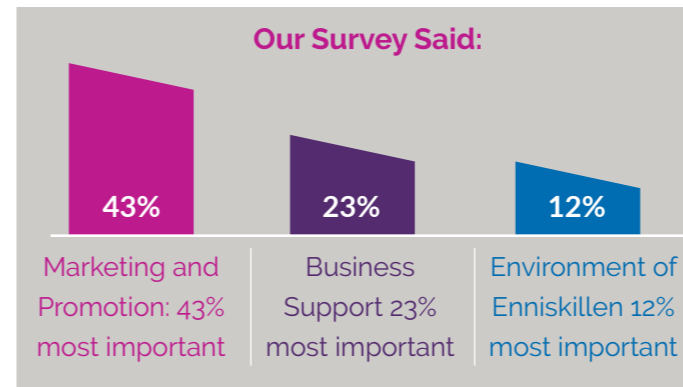
**We asked**

"How important is it to have a strong coalition to champion and represent your business views and priorities?"



**We asked:**

"Prioritise the areas of importance for a coalition"



**We asked:**

"Do you think Enniskillen would benefit from more marketing and promotion?"



We asked a range of questions on the environment of Enniskillen town.

**Our Survey Said:**  
"Safety"  
"Security Issues"  
"Accessibility".

There was an overwhelming view that safety, security issues and accessibility are important or very important to business in the town.

"Street cleanliness" "removal of litter" "prevention of anti-social behaviour" "property damage" were important or very important.

\*These are initial findings and we continue to consult and engage with businesses owners

During November 2015 we hosted a number of Open Meetings.



This is what we Heard

- Better Signage for Enniskillen
- Improve visitor experience
- Sculpture representing Enniskillen
- Improving the profile of Enniskillen would help all businesses
- Creating the most welcoming environment to Enniskillen
- Planning issues are impacting on business growth
- Collective procurement of services to reduce costs
- Transparency in Enniskillen BID set up vital
- Cost reduction in a time where costs are spiralling stated as being of key importance
- Empowerment for businesses to make decisions about Enniskillen viewed as positive
- Innovative approach to marketing needed
- Accessibility for shoppers and visitors using town centre car parking

### Business Support could benefit on a long term basis

\*The Draft Business Plan represents the results of the consultation conversation to date. This document is designed to open up this discussion to all businesses who will have a say.

To develop a **marketing campaign** that encompasses the uniqueness of **Enniskillen**.

To develop a **strategy** that will **target** tourists, consumers, house buyers and investors - examining and improving signage within Enniskillen for visitors to enjoy the best experience available.

Establish **"Business Assist"** initiative. Providing day-to-day access to a range of expertise in business support, which could include branding support, online selling guidance, window dressing skills, procurement of services, customer service training - to name just a few!

Developing the **Twilight Economy** that will benefit all businesses. This could include accessing funds for a covered area to facilitate evening entertainment on a regular basis. **Promotional activities** specific for night time economy, eg family dining or twilight voucher scheme

Enniskillen BID will **support events** in Enniskillen town to enhance the existing calendar of events for the benefit of businesses and visitors alike. Whilst also creating additional events to compliment the

current offerings and increasing the economic impact.

Enniskillen BID will develop a **strategy** that will present options, **solutions** and alternatives for better access for businesses, customers, visitors and employees within the Enniskillen area. The Enniskillen BID Company will be a representative voice for the BID levy payers.

Enhance **security features** within the levy area that will benefit Enniskillen as a town where everyone can feel safe. **CCTV** currently contributes to Enniskillens status as a Purple Flag area Enniskillen BID will examine how this can be secured and enhanced as we move forward.

**Maximising** seasonal **trading** potential within Enniskillen town. Enniskillen BID will audit current provision and develop an integrated strategy engaging all key influencers including local council. Possible areas of interest are **Christmas lights**, seasonal signage and events announcements.

Collective procurement of a range of services to **drive down** business **costs**.

BIDs have been active in towns and cities across the UK since 2004. There are over 240 BID areas working successfully at this time.



Northern Ireland introduced legislation allowing BIDs to be established here in 2014 and currently three areas have said 'YES'.



An excellent example of BIDs in action is the Ballymena Bear! Totally funded by the Ballymena BID, commissioned and managed by the BID Marketing Team using Ballymena businesses.

Follow the #ballymenabear on Twitter and Facebook

and have a look at his journey on: [www.ballymenabear.com](http://www.ballymenabear.com)



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



On the 30th October 2015 Belfast One voted YES to BIDs with 84% of town centre businesses voting YES.

The BID company will be set up before April 2016. Working together to make Belfast better.



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



On the 6th November Newry BID followed Belfast One with 92% of businesses voting YES to the concept of BID's.

Over the next five years there will be an investment of £1.8million within Newry, focusing on marketing, accessibility, business support and physical improvements.



[www.newry.com/bid](http://www.newry.com/bid)

**Enniskillen BID** will be funded by the businesses within the BID area, which will be finalised early in 2016.



Declan Devlin



*The Enniskillen BID proposal provides the business people of the town with a chance to spend a proportion of our joint investment in a way which will reduce our collective bills. I believe this is a cost saving opportunity which will grow our customer base and enhance our townscape. Declan Devlin Managing Director Dev Retail Ltd*

**The BID levy is based** on the rateable value of properties and businesses within the BID area. If Enniskillen businesses vote **'YES'** for an **Enniskillen BID** the levy could raise in the region of £160,000 per year, for five years, to deliver improvements that will directly benefit you.

If Enniskillen businesses vote **'YES'** for a BID, ALL businesses in the BID area will contribute a levy of 1.5% of the rateable value of their business.

**To calculate your BID levy:**  
divide your Rateable Value by 100 and multiply by 1.5.

Rateable 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 our levy payers this represents an investment of less than £1 per day!

### I already pay my rates. Why should I pay more?

Your rates are a tax on property, and government uses them for a range of regional and local services. Land and Property Services (LPS) collect the rates on behalf of the district councils and the Northern Ireland Executive. The BID levy will be collected and held separately and will be disbursed only within the BID area and for the benefit of the BID businesses. Local authorities will also be levy payers where they are property owners within the BID area. All BID expenditure will be accounted for through reports and published budgets.

### I don't think now is a good time to expect businesses to find more money. Why should I increase my outgoings in what is already a difficult financial environment?

We believe that rather than a cost to your business, you should look at the BID levy as an investment. You will achieve a significant return on your investment, realised through cost-savings, increased footfall and improved business opportunities. Each and every business will be able to demonstrate measurable benefits for their business.

**It is a tax allowable expense.**

### When will the vote take place?

The vote will open on March 17th 2016 and close on April 28th 2016, with the announcement to be made on April 29th 2016. You will receive the voting papers in time for these dates.

### What happens after the vote?

If Enniskillen BID achieves a YES vote, the next stage is the establishment of a BID Interim Board until the formation of the BID limited company which will be representative of the BID area and established by an open process. We expect this will happen no more than 3 months after voting closes

### Why do businesses support BIDs?

A BID is a mechanism which allows businesses to: take ownership of their area, increase trade, achieve reduced business cost through collective procurement of goods and services and to measurably improve their trading environment.

## And Finally...

### We cannot overstate that this is an on-going process.

We have included details of the BID Task group and we ask you to feel free to approach any of us to bring your ideas/ views/opinions forward.

Over the next number of weeks, we will be building on the detail of the Business Plan so that it will be available to everyone prior to the date of the vote – you will have a comprehensive plan and budget on which to base your decision.

### Alternatively contact

Noelle McAloon **07872424246** or Una Porteous **07702 511779**

We welcome your views and suggestions.

### Be part of the process.

### Task Team:

**Chairman:** Anna Devlin, Cavanagh Kelly Accountants.

Thomas Harpur, Enniskillen Business Partnership

Pat Blake, Blakes of the Hollow

Nicky Cassidy, Westville Hotel

Terry McCartney, Belmore Court & Motel

Tanya Cathcart, Fermanagh Lakeland Tourism

Jim Masterson, Erneside Shopping Centre

Declan Devlin, O2 & Pizza Hut

Jonathan Poots, Boots Ltd

Jonathan Styles, Mercers

Anne Mooney, North West News Group

*\*This Summary Business Plan can be downloaded from*

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



**Tanya Cathcart**

*"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."*

## Map of BID Study Area



**Thomas Harpur**

*"I have worked with many businesses in various capacities for over 40 years. One thing, which is a constant source of frustration, is being unable to influence external issues which have an impact on business at a local level. Being within a Business Improvement District gives businesses, with a presence in the local catchment area, the power to direct valuable resources to where they will have the greatest impact in order to improve the overall experience for promoters and customers alike."*





Business Improvement District  
**Enniskillen**  
A PLACE APART

