

# EXPERIENCE *Enniskillen*

Be a **part** of it.

## Enniskillen BID - April 2018 Newsletter

(Business Improvement District)

### Hello

#### Enniskillen Town Marketing.

In February we tendered for local businesses to come up with ideas to market Enniskillen. Delighted to announce:

**Sugar Projects**, Enniskillen, will develop a new website which will promote Enniskillen.

#### Ronan McGrade Photography

Will develop and produce six videos promoting Enniskillen that will feature on our You Tube Channel and other marketing platforms.

#### Hype & Holler

Has developed marketing concepts that will work to increase the profile of Enniskillen and encourage visitors and shoppers to the town. Colm will also manage all social media for the Experience Enniskillen.

*"Hi, its Colm here from Hype and Holler. We are delighted to be involved with Experience Enniskillen and are looking forward to working with all the brilliant businesses in our county town.*



*We have a wealth of experience in digital marketing and a proven track record in telling a brands story online. We are here to help. So, if there is anything you want promoting let us know! If you have a video idea, let us know! If you have a quirky story, let us know! Just get in touch - [www.hypeandholler.com](http://www.hypeandholler.com)"*

### Official Office

Enniskillen BID have located to : Unit 8  
The Buttermarket

Please pop in  
to say Hello!



### Enniskillen Gift Card

The Enniskillen Gift Card continues to be the perfect Gift!

**Over £32,000 sales of Enniskillen Gift Card. This money is locked into the town of Enniskillen and will promote loyalty**

The Enniskillen Gift Card can be purchased as a gift for Family, Friends and colleagues. It is a perfect gift for Staff and if you are thinking of Christmas gifts for staff we can offer special discounts! Get in touch!

112 businesses have registered to receive the Enniskillen Gift Card, and these are listed on the website.



**To become a registered business contact Noelle:  
[noelle@enniskillenbid.co.uk](mailto:noelle@enniskillenbid.co.uk)**

# Do You Know?

## Enniskillen Public Realm

Fermanagh & Omagh District Council has secured funding from Department for Communities to enable a significant investment in the Enniskillen Public Realm. The draft plans have been submitted for the first stage of the Planning Process. There will be consultations on these proposals and we will let you know when these occur. This investment is welcomed but there will be disruption during the construction phase. Get in touch if you have specific queries:  
noelle@enniskillenbid.co.uk

## FODC Enniskillen Car Parking Strategy

Please note that these are only recommendations.

- Removal of 5 hours parking for £1
- Removal of 3 hours parking for 40p
- Increase hourly rate to 50p per hour in Eden St, Cross St, Market St & Down St.
- Introducing car parking charges in Shore Rd, Wellington Rd and Queen St

## Christmas 2018

We are hoping to bring a Winter Wonderland right to the centre of Enniskillen!! This has huge potential to bring thousands of people into Enniskillen to experience our town. Plans are beginning, and we would love to hear your thoughts! The proposed date for Christmas Lights Switch On 24th November 2018.

Talk to Noelle about all these issues and more at our Open Meeting Days.

## Customer Service Apprenticeship

Enniskillen BID and SWC want to set up a Customer Service Academy using the Apprenticeship model.

We need 12 businesses who want to invest in new staff, who are willing to enter into a 52 Week arrangement and SWC will provide detailed Customer Service training one day per week.

The training provided will be free and businesses will employ the apprentice.

**This will set our town into a new level of customer experience delivery, but we need you, the businesses, to get behind it!**

## BID Business Meetings

Enniskillen BID want to provide a forum where you can air your views and to find out more about BID initiatives such as the Gift Card – Find out how many times it has been redeemed in your business! We will also invite other individuals and organisations that can give you information and advice.

### You Are Invited

#### Open Meeting Days in the New BID

**Office Monday 30th April 9.30am – 12.30pm**

**Tuesday 1 May 9.30am – 2.00pm**

After the recent successful awareness session on the new Data Regulations we are hosting Drop In Clinics to discuss your specific GDPR concerns.

**GDPR Clinic: Wednesday 8th May & Thursday 9th May 9.30am – 12.30pm.**

### Business Support and Development Programme:

- Drive your Own Future – Motivational session
- Business Planning
- Building a Cohesive and Effective Team
- Finance for Owners and Senior Managers
- Getting the Best from People
- Communication

### Are you interested?

Contact Noelle to register your interest: 07738491832.  
We will not progress with these if there is no interest.

### Operation Elsewhere

Enniskillen 10 & 11 August 2018

**This is an interactive theatre game experience.**

Big Telly production company will take 160 participants on a fantastic journey through the shops, cafes, alley and public spaces around Enniskillen. "Performances" will take place throughout the two days in small groups.

This is theatre like you have never experienced before. Enniskillen will be magical! Do you want to get involved to host a performance or provide a special offer to the participants? Let Noelle know: 07738491832.

