

EXPERIENCE *Enniskillen*  
Be a **part** of it.

Enniskillen **Business Improvement** District



# Annual

Report & Review

Year One

2017-18

# Chair's Welcome

The first year of Enniskillen BID has been an exciting and busy time. I have had the task, and pleasure, of sitting as Chair of Enniskillen BID since its inception in January 2017.



## Year One

Year One began with the recruitment of a full time BID Manager, Noelle McAloon took on the role in May 2017. Since then we, as a Board of Directors, have provided support to begin the implementation of the Enniskillen BID Five Year Business Plan.

During the BID campaign the Business Plan was developed through consultation with you the business community who operate in Enniskillen. The Business Plan set out three key themes which we base our projects and spend around: **Boosting Business, Enticing Customers and Enhancing Experience** for those working, living and visiting the Enniskillen BID area.

The achievements and projects that BID initiated and became involved in are set out in this report. I am delighted with the progress we have made in a short period of time. I am most pleased at how we have embedded BID as a key stakeholder within the business community in Enniskillen. We see BID as a mechanism to make things happen in Enniskillen and have an impact on the trading conditions in this beautiful island town.

## Year Two

Year Two has already seen major projects coming to life and you will no doubt see the impact we aim to have over the 2018 Christmas period. Certainly as Year Two progresses there are many more innovative and exciting projects that Enniskillen BID will get involved in.

I would like to thank the Directors of Enniskillen BID and the BID team for their work and commitment – particularly to our BID manager Noelle for her invaluable experience and dedication to ensuring that Enniskillen BID achieves the core objectives of our business plan.

**Anna Devlin**

Enniskillen BID Chair Person

# Boost Business

## ENNISKILLEN GIFT CARD

**OVER 100 BUSINESSES REGISTERED OVER 2 DAYS**

Most successful registration anywhere in the UK!

**110 REGISTERED  
BUSINESSES**

£34,000 locked into the  
Enniskillen business  
community

**£34,000 SALES**

From November 2017  
– March 2018

**PROMOTING**

Loyalty with customers

**LOCAL EMPLOYERS  
SUPPORTING**

Enniskillen Gift Card



Dedicated website:

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

# Footfall Counters

During March 2017 Enniskillen BID commissioned SpringBoard to install two footfall counters in the town centre. The information is gathered in real time and a report is delivered to BID weekly. We can share all this data with any Enniskillen BID Member. This will allow us to benchmark and monitor footfall for events taking place in town.



# Entice Customers

## Town Branding

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**The Experience Enniskillen Brand** was designed during 2017. This will form the town brand which will be used to promote Enniskillen as a destination to shop, eat, visit and stay.

## YouTube Channel



### Experience Enniskillen on You Tube

Moving images are so powerful on social media and digital reach.

Enniskillen BID have produced videos of our beautiful island town that we use to promote. These videos can be used by all the businesses in Enniskillen as part of your marketing campaigns.

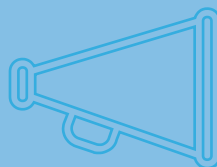
The Enniskillen Christmas Fairy video was viewed over 2500 times





## Promotional Campaigns

We have **invested** in **advertising** to **promote** Enniskillen.



### Hotel Easter promotion with £50 Enniskillen Gift Card:

- 👍 5 Hotels: 17 additional two night bookings
- 👍 100K impressions via [www.independent.ie](http://www.independent.ie)

### EXPERIENCE *Enniskillen* Be a part of it.

## Be a part of something unique in the island town of Enniskillen

Home to the Game of Thrones Door located in Bakes of the Hollow where a smooth pint and a good story is a guarantee.

Enniskillen Castle offers a great visitor experience for young and old. Hear about the history and culture of Fermanagh, with fantastic displays from the old Enniskillen streets.

Family retailers are located throughout the island town satisfying the needs of an enthusiastic shopper along with the well-known big retail names. From Belmore Street to Durling Street, Enniskillen Shopping Centre and High Street, the avid bargain hunter has it all within easy walking distance.

The Buttermarket, our hidden gem, a short walk from The Diamond, boasts crafts and hand made goods for those that want something that little different.

Who wants to get active? The

Enniskillen Blueway Activity Hub situated at Waterways Ireland HQ, Sligo Road, offers everyone a chance to have fun on the Erne. You can hire a boat to tour the waterway, book a Water Taxi where you have your own tour guide or trip a trip on an electric bike to explore the area at your ease. You can also avail of a guided kayak tour around Enniskillen town.

Food? We are famous for it. Enniskillen will fulfil all your needs and we want you to be a part of it...

Enjoy all Enniskillen has to offer with an overnight stay. From self-catering in Belmore Court & Motel to the luxury of our boutique accommodations - The Enniskillen Hotel and Westville Hotel - you'll have no problem finding your perfect stay.

Be a part of it.



#### Coming up in Enniskillen:

**FLIVE Arts Festival** 4 October - 8 October. A packed schedule of arts and music across Enniskillen with exhibitions, shows, singing, poetry and cross-overance. [www.flivearts.org.uk](http://www.flivearts.org.uk)

**Enniskillen International Beckett Festival** 31 August - 3 September. Happy Days Beckett's Back to the Future. [www.artsoverborders.com](http://www.artsoverborders.com)

**Festival of the Enniskillen Food Festival** 10-12 September. Enniskillen Food Festival. [www.enniskillenfoodfestival.co.uk](http://www.enniskillenfoodfestival.co.uk)

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

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

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## Christmas Doors of Enniskillen

The Christmas Doors campaign included online, print and radio advertising.

25 businesses engaged with Christmas offers. Partnered with the Irish Fairy Door Company & Carefree travel for competitions.

"The Christmas Doors brought new life back into Enniskillen town, Loved the competitions, the video and of course the Fairy"

Facebook reviewer.

### CHRISTMAS DOORS OF ENNISKILLIN

Shop, Eat, Drink and Be Merry in Enniskillen This Christmas.

In association with Enniskillen BID

Highlights include:

- FOOD & DRINK OFFERS**  
2 For 1 Cocktails, FREE Desserts, Meal Deals & more!
- HEALTH & BEAUTY**  
Up to 50% Off Perfume & Gift Sets, Save on Philips Zoom Professional Teeth Whitening, Unwind with Luxury Spa offers & more!
- FASHION**  
Festive Shopping Events, & Save up to 30% in selected stores
- GIFT IDEAS**  
Up to 15% Off Jewellery

Visit Christmas Doors of Enniskillen Facebook for full details on all the exclusive offers. [/christmasdoorsofenniskillen](https://www.facebook.com/christmasdoorsofenniskillen)

\*Terms & Conditions apply.



# Enhance Experience

## Enniskillen CCTV



Enniskillen BID paid the business **contribution** to FODC towards **CCTV**. Enniskillen BID are working with FODC on a review of CCTV to ensure its sustainability in the future.

## Enniskillen Christmas Lights

Enniskillen BID paid the business contribution to FODC towards the cost of **Christmas Lights in Enniskillen**

Enniskillen BID contributed towards the cost of **Christmas lights in Erneside Shopping Centre**.

FODC **Christmas Lights Switch on** - Enniskillen BID

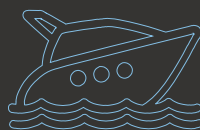
## Twelve Windows of Christmas 2017

This **wonderful project** brought the local **community** and **business** together. **Workshops** were held in the **Buttermarket** to produce wonderful **window displays** that made up the **"Twelve Christmas Windows of Enniskillen"**.

## Light up the Lough.

Enniskillen BID and Waterways Ireland worked together to organise a night time event on the Lough during the 2017 Halloween celebrations. Row the Erne, Erne Boat Hire, Erne Paddlers and the water Taxi were organised to sail around Castle Island in a wonderful spectacle.

## Water Activity Hub



Enniskillen BID and Waterways Ireland worked together to launch the Activity Hub in 2017. The Hub has been relocated in 2018 to the town centre and it has experienced significant success. Making more use of the water was a significant finding during the business plan consultation, and we are delighted to see this success in Enniskillen and on Lough Erne.

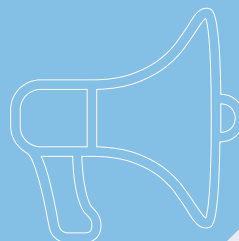
Enniskillen BID provided Sponsorship to the following projects:

**FH Business Awards** - October 17  
**Beckett Festival** - August 17  
**Google Garage** - September 17  
**Festival Lough Erne** - September 17  
**FLIVE** - October 17  
**Project St Patrick** - March 18





# Exciting Projects In Year Two



**GIFT WITH  
OUR  
CARD UNIQUE**

## Facebook

Experience Enniskillen **Facebook** Page successfully running.  
**Over 2000 likes.** Achieving **reaches** in excess of **20,000** people!

## Shoreline Festival

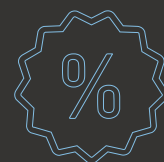
This exciting outdoor music festival arrived in Enniskillen during the first weekend of August. We are delighted that the organisers have committed to return to Enniskillen in 2019.

## Winter Wonderland

This is a huge project and Enniskillen BID want to make Enniskillen a true destination at Christmas time. We have built a train that will be a resource for other events in Enniskillen. For the Winter Wonderland the families will travel through Enniskillen in the train which will really showcase our beautiful town.



# Financials



Year	2017-2018
<b>Income</b>	
BID Levy	£225,034
FODC Funding	£15,000
<b>TOTAL</b>	<b>£240,034</b>
<b>Expenditure</b>	
Boost Business	£29,529
Entice Customers	£31,133
Enhance Experience	£32,537
Staff Costs	£30,542
Insurance & Training	£4,479
Professional Fees	£2,563
Financial Costs of Collecting BID Levy	£3,037
Office & Sundry Costs	£2,870
<b>TOTAL EXPENDITURE</b>	<b>£136,690</b>
Surplus (Carried forward for Year Two Investment)	£102,748
*includes £44,613 outstanding BID Levy not collected.	

# EXPERIENCE *Enniskillen*

Be a **part** of it.

## Enniskillen **Business Improvement** District



### Contact Details

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