

# EXPERIENCE *Enniskillen*

Be a **part** of it.



## Business Plan 2022 - 2027



**Boost Business... Enhance Customers... Entice Experience**





# Welcome

## from the Enniskillen BID Chair



Thank you for supporting Enniskillen BID over the past five years. As we are entering the final phase of our first, five-year term, I hope you will continue to support us by getting behind this business plan. Since 2017 Enniskillen BID has invested more than **£1 Million** into our island town, this place that we are so proud of.

During our first term, key projects have included the development of the Experience Enniskillen brand, extensive marketing campaigns, The Enniskillen Gift Card and Mi Rewards loyalty programme – both were a first to Northern Ireland. Business support via Digital Enniskillen, supporting and running events and the most recent Mural projects have been incredibly popular. Our successes, of which there are many, are detailed in this Business Plan 2022-2027.

It has been a hugely challenging time with the progression of the new public realm and the global health crisis of Covid 19.

Using the experience of the past five years and listening to our businesses has helped us create a relevant and achievable plan for the next five years.

We would urge you to take some time to consider what is being proposed and to think about your decision along with the outcome. Your chance to vote 'YES' is fast approaching. If you don't support the ballot the alternative is that BID will cease to operate, and it is highly unlikely that any other business voice will have the capacity, resource, or funds to step in.

Enniskillen is a unique town, not only an island town but a town with literary history and an excellent record of economic development. The Enniskillen BID Board of Directors are committed to another Five Year Enniskillen BID and we hope that you will support us also. Enniskillen BID has been the business voice for Enniskillen with a collective approach and championing best outcomes for our town.

I want you to say YES to another five years of Enniskillen BID and join our other successful BID's across the UK and Ireland. For a small investment there is so much to gain for the entire town.

**Enniskillen BID Chair, Mr Patrick Blake**

## Business Improvement District Explained

A BID is an arrangement whereby businesses get together to decide what additional improvements they want to make to their location, how they are going to manage and deliver those improvements, and what they are prepared to pay to make it happen.

BID invest in and deliver projects to improve the local trading environment, drive down business costs and raise the area's profile.

Enniskillen is led and controlled by those who contribute a levy payment; we are independent, not for-profit organisation with ring-fenced resources and finances.

The BID is financed by a levy of 1.5% made on the basis of your rateable value (NAV), this levy is an

investment by businesses.

BIDs operate for up to five years. Throughout the term they are accountable to their levy-payers and must demonstrate how they make a difference. After five years, a re-ballot must be held to enable the BID to continue.

BIDs offer businesses an opportunity to identify priorities and invest in projects and services that benefit them, their customers, clients, visitors, and employees. The BID Company monitors results and performance to show how these benefits accrue.

BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective and efficient way.

There are 330 BIDs operating all over the UK. BID legislation was introduced in Northern Ireland in the summer of 2004.

Northern Ireland has eight BIDs. Belfast City Centre (Belfast One), Ballymena, Newry, Cathedral Quarter (Belfast) and Strabane have already voted YES for a second term. Linenhall BID Belfast and Coleraine BID are in year four of their term.

### Enniskillen BID Board of Directors:

- **Pat Blake**, Blakes of the Hollow
- **Anna Devlin**, CavanaghKelly
- **Carol Viney**, SWC
- **Una Burns**, Charlies Bar
- **Reggie Ferguson**, Ferguson Solicitors
- **Cllr Tommy Maguire**, FODC
- **Nick Finlay**, Montgomery Finlay
- **Jonathan Poots**, Boots
- **Jonathan Styles**, Mercers
- **Fintan O'Doherty**, O'Doherty Meats
- **Tanya Cathcart**, Fermanagh Lakeland Tourism



I would be delighted to see Enniskillen BID for a second term the support I have received both pre and during the pandemic has been essential to my business and has played a huge factor in its growth. Through relevant workshops, the social media coverage of the locality through Experience Enniskillen and the Enniskillen gift card BID has been the key driving force in promoting the town for the last four years.

**Shauna Gallagher**,  
*The Natural Beauty Pot*

## A BUSINESS IMPROVEMENT DISTRICT FOR ENNISKILLEN

A Business Improvement District (BID) is a partnership in which businesses from a defined area agree to make a collective contribution to the development and improvement of their district. The money collected from this contribution is used solely to deliver the plans set out in this document.



BID's have been  
a success in  
Northern Ireland!





# Consultation

## How have we measured the impact of Enniskillen BID?

We measure the impact of everything we do to make sure that the money we spend is making impact in the areas that matter to businesses in town. We want businesses to see a return on their investment, therefore we are checking that we are meeting the objectives outlines in our plan. To gauge how are we doing we utilise any other third-party information we can obtain such as footfall figures, occupancy rates, and other marketing data. Most importantly we are asking Enniskillen BID levy payers how we are doing through surveys.

Enniskillen BID is prepared for a second term and whilst overiewing the success of projects delivered to date, BID issued a survey to members to gauge attitudes towards current activities and to seek suggestions for developing future work plans.

Businesses have complimented the Enniskillen Gift Card scheme saying is very beneficial to the town. You have said that it encourages people to shop local, keeps the money local and it is helping the whole community. In addition, the last 4 years have seen a steady increase in the Enniskillen Gift Card sales totalled almost £400,000 to date, which shows that the Enniskillen branded Gift Card is a well established initiative and has grown in popularity.

In contrast to above, the Mi Rewards loyalty programme, whose launch has been troubled by Covid19, has a little more mixed views. Businesses have explained to us that although it is very beneficial as it is rewarding customers for shopping local, they think it is a little too time consuming, and that there are not enough participating businesses. Enniskillen BID could expand on it further.

A Mystery Shopper service that businesses could avail of free of charge also received mixed reviews. Some businesses really liked the idea, whilst others did not feel there was a need for it. The consultation has highlighted that it is the type of service that may lend itself better to businesses in the hospitality and retail sectors, and those businesses outside these sectors may have felt it was less applicable to them and therefore deemed it 'not beneficial'. Because some businesses have told us that they do not hear about activities and services being offered by BID, we will review the need to have a separate section on the BID website where members can go to clearly view what is

on offer to them at any time.

Consultation with businesses has identified the need to run different themes in different months of the year i.e. promote tourism and hospitality during the summer time, retail in autumn/winter. Importance has also to be placed on making the town more of an experience, and continued promotion of the town.

The vast majority of businesses have told us they acknowledged the success of Experience Enniskillen brand and the benefit it has to their businesses. However, other opinions have been expressed by members from non retail and non hospitality sectors who have said that would like to see BID engaging more with them, to promote their business interests.

The majority of respondents value the importance of social media promotions and the service offered by BID to create promotional videos for their business.

The results from the survey clearly show that BID members place a lot of value in the activities and projects that have been delivered by the BID during the first term. However, during the second term BID will focus on businesses located further out of the town centre, as they are highlighting no benefit from BID or any events and activities BID runs. BID will review what we can offer the non retail and non hospitality sector members.

It is very encouraging to note that the majority of members would vote YES for a second BID term. BID continues to put the businesses and community of Enniskillen at the forefront of all its projects and activities. Thus, it is important to hear that members will only get the benefits from BID scheme if they participate in and support its activities.

## What you have said BID should focus on in Term Two:

Strategies to address local parking: a regular shuttle bus; a park and ride for visitors and/or staff working in the town.

Investing in additional town centre seating e.g., in areas other than Diamond to make town more sociable and welcoming place.

More outdoor eating areas and promotion of street café culture in town: outdoor area down the side of Dollakis and the Townhall; Area covered with canvas tent, decorated in fairy lights, fake grass as flooring, picnic tables etc.

Out of town retail park could also be utilised for things that would attract people to the area. An entertainment/ activity hub for kids and young people e.g., bike trail, outdoor park, skate park, trampoline park, Sky Diving centre, Climbing wall, to give Enniskillen another unique selling point. This would create jobs and bring people to area.

More targeted advertising campaigns at Easter, Christmas and End of Term to encourage Enniskillen Gift Card sales. What's more, advertising to a wider audience as a gift to buy someone living in Fermanagh.

More art projects in the town to make it more vibrant, appealing in character, and to give a more unique selling point as a place to come and visit or locate a business in.

Focus on more seasonal events promoting shopping e.g., trails for kids in shops (treasure hunt with clues) to encourage them and their parents to actually go into the different businesses all round the town. Another option would be the 'adult treasure hunt' with prosecco/mince pies.

Continue promotion and advertising of Enniskillen as place to work, shop and visit. This will be done by investing more in printed material and signage for upcoming events to target audience which don't use Social Media. Moreover, more joint approach with other organisations to promote each others events.

Expand more on family friendly activities in the town e.g., open air pop-up theatre set down by the Broadmeadow overlooking the Lough Erne.

More Late Night Shopping promotional events with music, street artists etc. at Halloween and Easter, as well as, before Christmas, to attract more visitors to the town.

Enniskillen BID has a strong business voice that could be used more in the future to lobby and bring focus to key business issues that affect our business community.

Direct consultation with businesses outside retail, hospitality, and leisure to support and address their concerns and need. Include them in promotions and activities in town, and making sure that they see benefit from it.



We here in Rooneys support the work of Enniskillen BID, they have worked hard to bring the community together, we see the benefit in selling the Gift card and we notice so many of our customers using them in store. We are also pleased to be involved in the Mi Rewards Loyalty programme for Enniskillen.

Timmy Rooney







**We said we would:**

## Save your business money

- › We partnered with BOI to offer reduced costs for merchant services.
- › We partnered with the local papers to offer reduced advert costs to BID Members.

## Provide one to one mentoring support to grow your business

- › Enniskillen BID supported local businesses with FREE information, workshops and training as well as advice on mentoring to improve their business' online presence and make Enniskillen businesses more competitive through the Digital Enniskillen project.

## Provide incentives to encourage businesses into the town centre

- › The Vacant Unit Strategy was launched in 2020, providing support to new businesses opening from a previously vacant unit. The Enniskillen Gift Card and Mi Rewards Loyalty programme proves that we are a strong business centric town.

## Reduce vacancy levels

- › Enniskillen Town Centre vacancy rates are recorded below the average in Northern Ireland. We work closely with Fermanagh Enterprise Limited to encourage new start up businesses. BID have supported many new businesses who have occupied vacant units.
- › BID have temporarily occupied vacant units with Creative Shops, Santas Post Box and Elfie Christmas Experience 2021. This was to inject activity into empty units while trying to encourage interest in the property.



## Supporting start-ups and pop-ups

- › Other benefits for new businesses opening in the town are the Experience Enniskillen brand that works proactively to market Enniskillen to domestic markets and schemes like the Enniskillen Gift Card and Mi Reward loyalty programme which promote local spending. Coordinated town centre performance measurements e.g., footfall.
- › In 2018 we commissioned SpringBoard, a national footfall and statistic company, to install two footfall counters in The Diamond. Footfall is recorded in real time, reports are uploaded to the experience-enniskillen.com website weekly.

## Measure the quality of service within organisations and companies by introducing the mystery shopper initiative

- › BID commissioned Spot Check NI in 2019 to begin Mystery Shopping visits in Enniskillen. Over 20 visits took place, reports submitted, and businesses updated with development points. Scores ranged from 60% - 99% - very positive customer experience was noted. Covid 19 stopped this project which will return in early 2022.
- › Term 2 will refocus on Mystery Shopper visits to improve and enhance customer experience in Enniskillen.

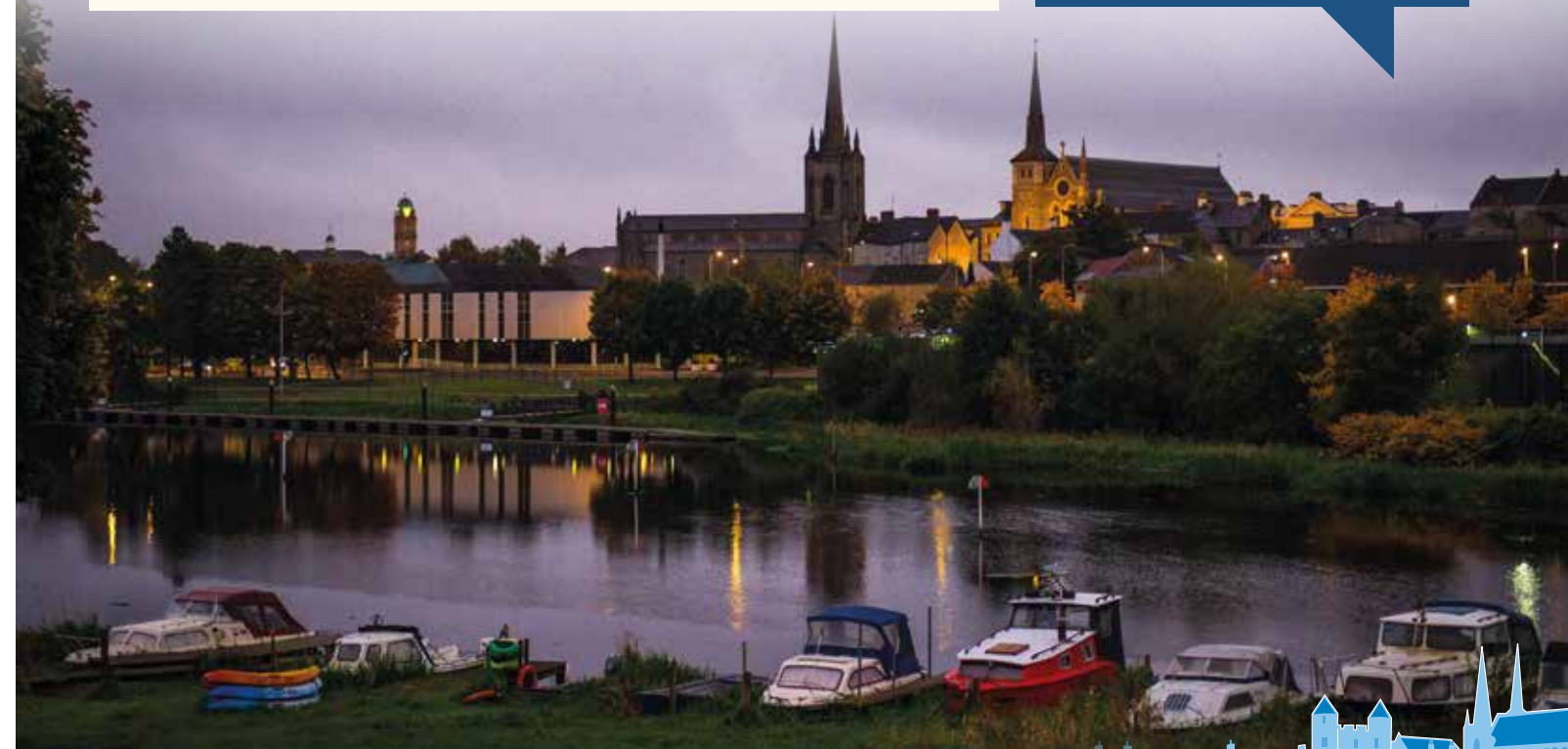
## Work proactively to support and maintain the longevity of the Purple Flag area

- › Enniskillen BID actively work with the local council to maintain the Purple Flag status for Enniskillen. It is acknowledged that the public and business community see little or no benefit to having this status. Whilst FODC do not provide any budget for Purple Flag, BID has maximised this safe town award by promoting our night time economy via social media and promotional videos.



Despite difficult circumstances over the past number of years, Enniskillen BID has shown the positive impact it can have for our Island town from seasonal events to year long support for local businesses. There are exciting plans for Term 2 and I would strongly urge each business to show their support by voting, 'YES' in the upcoming Vote. Enniskillen has huge potential and the work of Enniskillen BID can continue to capitalise on this.

Una Burns,  
Charlies Bar







## Introduce a pre-paid gift card branded for Enniskillen

► Enniskillen BID launched the Enniskillen Gift Card in November 2017 to encourage spend within the area. Over **130 businesses** have registered to accept the Enniskillen Gift Card.

**BEST SELLING GIFT CARD IN THE UK IN 2019 & 2020 - WOW!**



**Growth of the Enniskillen Gift Card is phenomenal - Total £435,000!**

The following retailers are participating in the Enniskillen Gift Card Scheme...

### FOOD & DRINK

- 28 @ The Hollow
- Between the Bridges Foodhall
- Blakes of the Hollow
- Cafe Maids
- Charlie's Bar
- Culleys Bar & Lounge
- Dollakis
- Enniskillen Hotel
- Franco's
- Gourmet Bros
- Granny Annies
- Horseshoe Bar & Saddlers
- J T Ryans
- Kamal Mahal
- Kenny's Takeaway
- Leslie Home Bakery & Coffee Shop
- Little Wing Pizzeria
- Mulhern's Bar
- Pat's Bar & Bridies
- Rebecca's Coffee Shop
- Ruby's Coffee Shop
- Snackz
- Street Kitchen
- Subway
- Taco Loco
- The Ardhowen Café
- The Bees Knees Café
- The Crows Nest
- The Devenish Bar & M Lounge
- The Firehouse
- The Jolly Sandwich
- The Killyhevin Hotel & Spa
- The Westend Cafe
- Westville Hotel

### ACCOMMODATION

- Belmore Court & Motel
- Enniskillen Hotel
- Killyhevin Lakeside Hotel & Lodges
- Westville Hotel

### SHOPPING

- Angela Kelly Jewellery
- Armstrong and Kingston
- Belleek Living, Enniskillen
- Benetton
- Blooming Lovely
- Bogues Jewellers
- Boots

- Breen Car Care
- Carefree Travel
- Claire Daly Interiors
- Claire's Accessories
- Cloughcor House Antiques
- Costcutter Cornagrade
- Country House Town House
- Craigville Garden Centre
- Devenish Galleries
- Dog Star Communication
- DV8 Enniskillen
- Enniskillen Carpet Centre
- Erne Business Equipment
- Erne Pharmacy
- Erne Travel
- Fermanagh Cottage Industries
- Fermanagh Herald
- Fishing, Tackle and Bait
- Flame Fireplaces
- Flynn Flooring and Tiles
- Frances Morris Studio and Gallery
- Gillen's Fruit and Vegetables
- Grahams Enniskillen
- H Samuel, Enniskillen
- Harry and George
- Helenas Nursery
- Home, Field and Stream
- Houstons
- J & R Electrical Services
- Jack & Jones, Enniskillen
- Jim's Papers and Paints
- Johnstones Decorating Centre
- Karisma Boutique
- Kevin Burns Music
- Kingston Carpets
- Lifestyle Sports, Enniskillen
- Lilley's Centra
- Lilley's Centra Dublin Road
- Marks & Spencer, Enniskillen
- Menarys Enniskillen
- Mercers Jewellers
- Modellers Corner
- Natural Beauty Pot
- Nature's Choice
- Nor Lisa Fashion Alterations
- O2 Enniskillen
- O'Doherty's Butchers
- O'Neill's
- Osborne & Co.
- Photoshop Enniskillen
- Quiz, Enniskillen
- Regatta
- Reilly's of Enniskillen
- Rooney's Eurospar

### LEISURE & ATTRACTIONS

- Ardhowen Theatre
- Enniskillen Castle
- Erne Adventures
- Erne Boat Hire
- Lakeland Forum Leisure Centre

### HEALTH & BEAUTY

- Advanced Beauty
- Belmore Dental
- Body & Soul
- Corrys Chemist
- Daniel Anthony's
- Erne Pharmacy
- Gordons Chemist
- Headquarters
- Holland & Barrett, Enniskillen
- Hughes Pharmacy
- Lakeland Pharmacy
- Lloyds Pharmacy
- Maguire McCann Dental Surgeons
- McBride and McCreesh
- McGovern Opticians
- Natures Choice
- Vibrant Unisex Hair Salon
- Xtreme Hair & Beauty



Over  
**£435,000**  
locked  
into the  
economy



As a business we have found ENNISKILLEN BID to be invaluable the last 4 years. As enablers of events and projects on the island town we have seen a very positive impact on business during this period.

In general the BIDs marketing activity has helped increase profile of the town Centre immensely and has helped feature the diverse range of businesses located between the bridges.

We look forward to working with the BID in the second term to help improve economic activity by bringing more visitors to ENNISKILLEN.

**Terry McCartney,**  
**Belmore Court & Motel**



### We said we would:

Develop marketing strategies to increase the profile of Enniskillen and encourage visitors to the town

- Enniskillen BID invested in a new website [www.experience-enniskillen.com](http://www.experience-enniskillen.com) in 2018, and other marketing platforms like: Instagram (2,000+ followers since 2019), Facebook (8,000+ followers since 2018) and You Tube (23 videos produced). A dedicated Experience Enniskillen brand has been developed and works consistently with a powerful Enniskillen focused marketing strategy to promote the value, choice and range of offers in town, to both existing and new shoppers/visitors.

- EXPERIENCE ENNISKILLEN** – this now trusted brand was developed in 2017.

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

- Our social media using the Experience Enniskillen brand has achieved incredible milestones since 2017.

- Facebook Engagement Rate:** We have a hugely engaged following. In a typical week in August 1 in every 28 engaged with us. See how we compared to other brands:

Experience Enniskillen	1:28
Tourism NI	1:529
Tourism Ireland	1:116
Visit Derry	1:352
Visit Belfast	1:78



Image courtesy of Fermanagh Herald

We want to see a vibrant town where businesses and customers support each other. It is so important for businesses to look for ways to improve and promote themselves better, Enniskillen BID help in so many ways to achieve this.

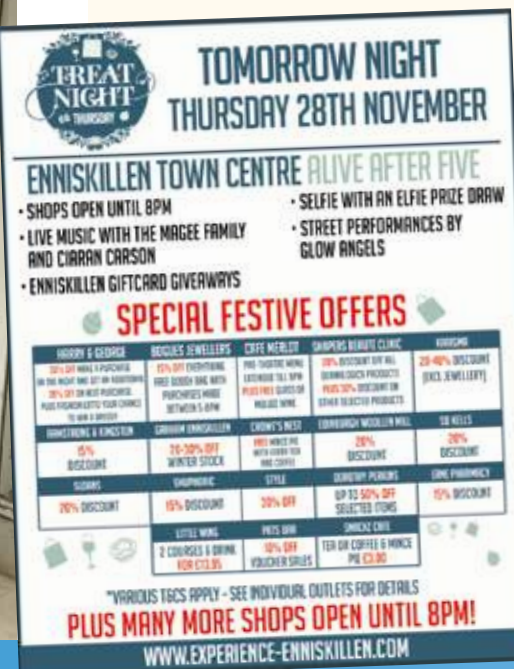
Fintan O'Doherty,  
O'Doherty's Butchers



- Digital Advertising:** Our Facebook and Instagram advertising has proven excellent value for money. BID consistently reach 1000 people for a cost of less than £1.50 with a monthly spend of £150.
- Live Events:** Experience Enniskillen broadcast live from a number of events including Halloween Fireworks (75,000 reach) and Christmas Lights switch on (54,000) reach.
- Business Support:** When Covid-19 changed our lives we changed our social media strategy to visibly promote Enniskillen businesses. We did this by producing video, creating web pages cataloguing offers and keeping communication relevant.
- Instagram:** This platform has seen huge growth in the last two years. Both our Stories and our Feed posts have doubled in reach in the last 12 months.
- Experience Enniskillen YOU TUBE Page.** During our term we have commissioned top class video content. Our You Tube channel is full of amazing content for all to enjoy and use!



- Enniskillen BID commissioned the Enniskillen Christmas Marketing Campaign – 'Enniskillen Doors of Christmas' in 2017 with press and media coverage. The campaign focused on the people and businesses behind the doors and showcased what Enniskillen must collectively offer shoppers in the town before Christmas. It was well received by all businesses participating and has been used every year since to promote the diversity of Christmas in Enniskillen.
- Full Campaigns included Hotel package offers, using the Enniskillen Gift Card, seasonal Easter, Summer and Christmas advertising. Treat Night advertising for late night shopping and 'Day out in Enniskillen' campaigns all yielded success.







### Improve access to the Buttermarket area to add character to the entire town

- Enniskillen BID brought Christmas into the heart of Enniskillen in 2018 by contributing to the Winter Wonderland and Christmas Market, which delivered a truly magical experience for families right in the centre of Enniskillen. This was a very successful event! 2300 tickets were sold. It increased profile of the town, enhanced the festive atmosphere of evening shopping, and resulted in an increase in footfall over the festive season.

### Invest in marketing our Island Town with social media apps

- We believe now the time to invest in an Enniskillen Town App, this target will be included in our 2022 - 2027 plan.

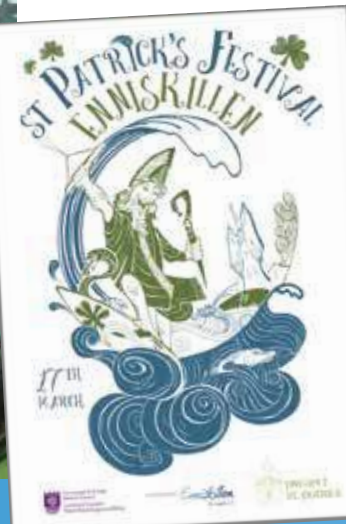
### Present Enniskillen as a unique Blueway Experience

- BID supported the establishment of the Enniskillen Taste Experience and Water Activity Hub, supporting Waterways Ireland. The Little Red Boats, Stand up paddle boarding and canoeing are available all year round.



### Work collectively with other agencies to make targeted large scale cultural events sustainable and commercial

- BID is instrumental in bringing events to town throughout the year to promote Enniskillen as a place to visit, shop eat and stay. BID provided, funded and supported other multiple events that increased footfall in town such as:
  - Shoreline Music Festival – the first of its kind outdoor music festival - which will return in 2022!
  - To The Moon and Beyond Night Show – the first of its kind in Enniskillen. 100's of families enjoyed this event in Enniskillen Castle.
  - Festival Lough Erne, Project St. Patrick, Comic Fest, Heritage Day, FLIVE, Arts over Borders all received BID Sponsorship.
  - Operation Elsewhere, Dino Experience, Creative shops, Santa's Post Box, and Elfie's Christmas Experience were all family events brought to Enniskillen by BID.



Enniskillen BID have made a terrific contribution to the economic and social fabric of Enniskillen. Their leadership and forward thinking is exactly what we need when our Town has and continues to face many challenges.

Lauri McCusker,  
Fermanagh Trust



### We said we would:

#### Support Fermanagh and Omagh District Council in delivery of the Public Realm Scheme

- Enniskillen BID proactively supported FODC on the Enniskillen Public Realm Scheme which transformed the pavements, open spaces, and streets in the town. Improved accessibility and the experience when people get here, allowing Enniskillen to really prosper into the future.
- BID manager attended regular meetings to consult on the development of the scheme: BID actively encouraged business engagement and assisted in improved communication and engagement.

#### Enhance signage

- As part of the public realm scheme, new improved signage will be placed throughout. BID can evaluate the effectiveness of the new signs once works are completed in May 2022. Enhanced signage can be organised if needed, particularly from car parking areas.

#### Contribute towards the cost of the monitoring of CCTV operating in town

- Enniskillen BID partnered with the local Council and PSNI on a range of public safety and security projects. The business contribution of £10,000 annually toward the cost of running CCTV in problematic/ certain areas has been made, and it was beneficial for businesses in town.



I want to put on record my appreciation for the support and help you and Enniskillen BID has given to me and McBride & McCreesh Opticians. The regular updates about available financial support over the past 2 years was invaluable. Also the marketing support through Colm Bradley helped educate my staff and myself about the importance on social media marketing.

**Brendan McCreesh,**  
McBride & McCreesh Opticians



#### Contribute towards the Christmas Lights in town

- Enniskillen BID contributes every year towards the cost of Christmas Lights in town on behalf of businesses.

#### Improve a 'Sense of Arrival' – public art, signage, floral display

- To enhance the experience for local and visitors to Enniskillen Island town, BID invested in a murals project, and the 'Heart of Enniskillen' selfie frame located on the Broadmeadow. To improve the 'sense of arrival' into town BID also partnered with FODC to design and build a replicate Fermanagh Cot which is placed on the Dublin Road.



To promote Enniskillen as the go-to destination town, Enniskillen BID developed hugely successful calendars in 2021 of high-quality events showcasing all our local businesses to a variety of audience including local community, day trippers, heritage and cultural tourists who visit the Enniskillen town.

Our Mural scheme finally progressed in 2021! Huge thanks to Houstons for allowing our 'Happy Prince' to live on their wall on Water Street. Now We're Suckin Diesel Mural went viral with radio stations and news outlets featuring it. The Pike and Magpie murals on Paget Lane exceeded all expectations recently.... What Wall Will Be Next?



**BID**  
supporting  
local events



# Enniskillen BID Area

-  ERNE BOAT HIRE
-  ERNE ADVENTURES - HYDROBIKES
-  ERNE WATER TAXI
-  CUILCAGH MOUNTAIN BOARDWALK
-  CASTLE COOLE (National Trust)
-  THE ARDHOWEN THEATRE
-  THE ENNISKILLEN TASTE EXPERIENCE (Saturday's only)
-  IMC CINEMA
-  ENNISKILLEN CASTLE MUSEUM (inc. Inniskilling Museum)
-  ERNE TOURS - THE KESTREL
-  BLUE GREEN YONDER - WATER ACTIVITY ZONE (Paddle Sports)
-  THE LAKELAND FORUM & PLAY PARK
-  FERMANAGH FUN FARM
-  ENNISKILLEN BLUEWAY WALKING TRAIL
-  WALK ENNISKILLEN (Self guided virtual walking tour)
-  MARBLE ARCH CAVES
-  CASTLE ARCHDALE COUNTRY PARK

BID investment will only be spent on projects within the BID area, in line with the statutory regulations.

If you are unsure whether your business or organisation falls within the BID boundary please get in touch:  
[noelle@enniskillenbid.co.uk](mailto:noelle@enniskillenbid.co.uk)



## Street List

The following streets are located within the Enniskillen BID area:

Ann Street	Market Street
Barbour Court	Middleton Street
Belmore Street	Mill Street
Broadmeadow Place	New Street
Castle Street	Nugent's Entry
Church Street	Old Henry Street
Cornagrade Road	Paget Lane
Corporation Street	Paget Square
Cross Street	Quay Lane
Darling Street	Quay Pass
Derrychara Link	Queen Elizabeth Road
Derrychara Road	Queen Street
Down Street	Regal Pass
Dublin Rd to Ardhowen	Shore Road
East Bridge Street	Sligo Road
Eden Street	Tempo Rd/Tonystick Mews
Erne Road	The Buttermarket
Factory Road	The Diamond
Forthill Street	The Point - Erneside
Frith's Pass	Townhall Street
Halls Lane	Water Street
Head Street	Wellington Road
Henry Street	Westville Terrace
High Street	Irvinestown Road
Holly Hill Link Road	



Enniskillen BID thank Fermanagh & Omagh District Council for their support for Term 2. The Council have committed to vote YES for Enniskillen BID 2022-2027, we look forward to working in partnership during the next 5 years.



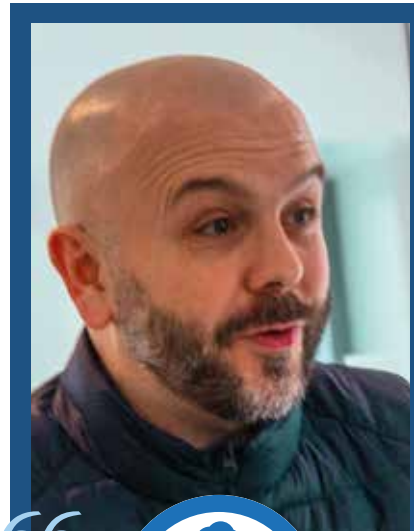
[www.experience-enniskillen.com](http://www.experience-enniskillen.com)



## Enniskillen BID has achieved so much...



Supporting the BID business community, building on our achievements



Enniskillen BID has had an influential part to play in my business, not only from the early stages of development and launch but through its growth. Having a BID in Enniskillen is a great addition to any entrepreneur looking for advice.

Mark Edwards,  
Enniskillen Taste Experience

### FUNDING

Enniskillen BID is your voice for business, and we will continue to work relentlessly for the best interests of Enniskillen. Through partnership and collaboration, we will explore ways we can help to reduce business costs and in this term we will maximise on the opportunities for accessing funding. Enniskillen BID, as a not for profit, business focused entity is eligible to apply for funding that other business groups are not. We will aim to scope funding opportunities, build capacity, and apply for funding that we will use to help fund new and innovative projects within Enniskillen.

### YOUR VOICE

Enniskillen BID has established itself as a key stakeholder. We lobby and influence with Fermanagh & Omagh District Council, Tourism strategies, High Street future strategies, to name a few. We will continue to work closely with other BIDs and stakeholders to influence nationally. We will work more to share best practice from other areas.

### ENNISKILLEN GIFT CARD

Award winning and best-selling Enniskillen Gift Card Enniskillen BID aim to continue to manage, promote and grow sales of the Enniskillen Gift Card. Launched in late 2017 the Enniskillen Gift Card has recorded sales to date well in excess of £400,000 at the end of 2021. Imagine the growth it can achieve in the next term. We will aim to hit sales of over £1million in Enniskillen Gift Cards before 2027. In real terms this not only will lock in £1million into our Enniskillen economy but it will drive footfall as consumers come into store to use the Gift Card and it stimulates additional spend. Consumers that redeem gift cards on average spend 40% more, going for higher margin products – it's the psychology of gifting!!

To encourage this growth Enniskillen BID propose to purchase a fully automated Kiosk, placed in Erneside.

Our Enniskillen Gift Card can become the gift card for Erneside also, as more and more businesses join in.

## And we have only started...



### VACANT UNIT STRATEGY

From 2022 to 2027 Enniskillen BID will commit to strategically target the issue of vacant units. It is proposed to engage with industry experts to survey vacant units: analyse findings: work with the unit owners on achievable actions: provide financial support and actively try to attract new business opportunities into our high street.

### BUSINESS SUPPORT

Enniskillen BID will continue to offer flexible one to one mentoring support. This support will provide advice and expert guidance from industry experts whether it is digital marketing, selling on line, social media, legal, insurance, HR or finance.

### DIGITAL ENNISKILLEN

Digital Enniskillen will continue to offer support in the following areas:

- Google Business Listings
- Google Maps Listings
- Ecommerce Support
- Secure Forms for online recruitment
- IT Security guidance
- GDPR Compliance
- Tik-Tok Business Accounts

Enniskillen BID will continue to manage the website: [www.digitalenniskillen.com](http://www.digitalenniskillen.com). We aim to offer support to all businesses in the BID area to be more digital.



Gift Card sales of £1 million by 2027!



## EXPERIENCE *Enniskillen*

Be a part of it.

### The marketing and promotion of our Island Town

We have worked hard to create a **TRUSTED** brand with Experience Enniskillen.

### What is planned from 2022-2027:

#### MY ENNISKILLEN SERIES

Enniskilleners have stories to tell. And Enniskillen BID with our Experience Enniskillen brand have a platform to tell those stories with the engaged audience we have cultivated. Through video and podcasts, there is an opportunity to tell the unique stories of people from Enniskillen and share their memories and thoughts on their hometown.

#### BUSINESS SPONSORED COMPETITIONS

It is important to continue to promote our businesses but in a way that is not too sales centric. Branded sponsored competitions from businesses are a great opportunity to reach, engage and reward our followers whilst promoting business.



#### INSTAGRAM TAKEOVERS

Our Instagram profile is continuing to grow and to enhance this, Instagram takeovers by influencers and well known people in town would help drive our reach and engagement yet further. We will work to keep this authentic; we have characters and interesting people living and working here that can do this as well as the city influencer!

#### MORE FACEBOOK LIVE EVENTS

We know that our live videos produce great reach and fantastic interaction.

Live video master classes with businesses offer a great vehicle to promote our town and our businesses.

#### EXPERIENCE ENNISKILLEN APP

A fully interactive Experience Enniskillen App would be a tremendous tool to promote the town to locals and visitors alike. Businesses, events, and the gift card could all be promoted via the app.

#### DEVELOP THE EXPERIENCE-ENNISKILLEN.COM WEBSITE

Our website has a much-used What's On page, a frequently visited shopping page and a platform to create landing pages for promotions and seasonal campaigns. We work and link in with other website such as Fermanagh Lakeland Tourism.

#### FERMANAGH LAKE LAND TOURISM

Continue to work with Fermanagh Lakeland Tourism to maximise on campaigns developed within their annual marketing strategy. Our support and funding will continue annually from 2022 - 2027. Enniskillen BID will assist with the printing of the next Fermanagh visitor Guide, produced by FLT.



CavanaghKelly will vote YES for Enniskillen BID Term 2. As a business model, I commend the positive work of BID. Collective working together, with BID coordinating activities is very positive for Enniskillen.

Anna Devlin,  
CavanaghKelly





Creating a warm and welcoming Enniskillen

Our aim to begin Term Two in May 2022, will coincide with the end of works and the final finish of the Enniskillen New Public Realm. This £5.2million scheme has tested the patience and resilience of all business owners in Enniskillen and Enniskillen BID applaud you.

Enniskillen will enjoy the huge benefits of the new pavements, newly planted trees, modern lighting, new public art, and more space for events.

SENSE OF ARRIVAL

Enniskillen BID will work with FODC to manufacture more structures that will add to the 'sense of arrival' into our island town. An additional Fermanagh Cot will be manufactured before the end of 2022. Have you any ideas for themes for a better sense of arrival into Enniskillen? We can make it happen.

SAFER ENNISKILLEN

Enniskillen BID will continue to work collaboratively with the PSNI and the PCSP to ensure the business voice is heard when it comes to safety and security of our streets. Enniskillen BID are committed to continue our support for CCTV in Enniskillen town. FODC manage all aspects of the CCTV provision, we will support them in the review of CCTV. Enniskillen BID will encourage the commitment of funding needed to upgrade the CCTV cameras and cost of monitoring.

CHRISTMAS FEATURES

Enniskillen BID are committed to providing the business contribution towards the costs of Christmas Lights in Enniskillen. Our funding since 2018 has enabled the council to purchase additional features on Belmore Street, Darling Street and Wellington Road. Enniskillen BID want to commit additional funding to acquire modern, elaborate Christmas features that meet the standards of the new enhanced street scape.

DEVELOPING ENNISKILLEN - ON & OFF THE LOUGH

With the re-development of the Ardhowen Theatre and Lakeland Forum scheduled: Fermanagh Enterprise Ltd seeking further opportunities in town for business space: and even more interest from business wanting to maximise trade on the water: Enniskillen BID commit to support development projects within our town. Significant funding could potentially see major project development over the next 5 years and BID will be the business voice encouraging and assisting.



SPONSORSHIP OF EVENTS

Enniskillen BID recognise the benefit of events to the sense of community and pride that events bring to a town. County Fermanagh is lucky to have enthusiastic and capable groups that organise a variety of events. Ranging from Comic Fest, The Beckett Festival, FLive and Project St Patricks Day, Enniskillen BID have provided sponsorship and marketing support to enhance these events and assist the groups in their amazing work. Enniskillen BID will commit to a further five years of Sponsorship funding for groups.

LARGE EVENTS

Enniskillen BID further acknowledge the tremendous benefit that towns record when a large-scale event is happening. FODC have committed to funding large scale events as they also see the economic benefit and the lasting positive effects on the business community. Enniskillen BID are committed to working with third parties to bring large newsworthy events to the centre of Enniskillen.

OSCAR WILDE

Enniskillen BID will become custodians of the Gold Leaf Swallows. The unique Arts over Borders project that saw 150 gold swallows placed on buildings throughout Enniskillen was widely praised and brought much needed joy to 2021. Enniskillen BID supported this project fully and will continue to provide marketing to promote under literary tourism sector.



From the point of view of all retailers in Enniskillen. especially the independent businesses, in my opinion it is a massive advantage having a well organised representative panel of local people with a full time manager to listen to the needs and concerns of the business community and push forward activities/ events/ that will allow the town to evolve and grow.

BID so far has achieved much but there is much more to do and I recommend a further term to enable this.

Jonathan Styles, Mercers



# Governance & Legal

## YOUR VOTE



For a BID to be able to be established or re-established, a ballot of eligible businesses and organisations in the BID area is held. For the ballot to be successful, conditions must be met:

At least 25% of the eligible ratepayers entitled to vote in the ballot must have done so and total at least 25% of the eligible rateable value.

Over 50% of businesses that vote, must vote in a favour of the BID.

Of the businesses that vote, those voting YES must represent a greater total rateable value than the ones that vote NO.

If you are eligible to vote, a ballot paper will be sent on 27 January 2022 and you will have until 10 March 2022 to cast your postal vote.

If these conditions are met, Enniskillen BID will be reinstated until 2027. The BID levy will be mandatory for all eligible businesses in the BID area regardless of if they have voted YES, NO or chosen not to vote at all. If the BID is established, by way of majority vote, then all eligible businesses within the BID Boundary will have to pay the levy. This is enforceable under the Business Improvement District Act (Northern Ireland) 2013.

## LET'S ANSWER YOUR QUESTIONS:

### Am I eligible to vote?

All businesses located in Enniskillen BID area are entitled to vote (see map and street list on Page 12-13). There are a few exemptions and these are set out in detail on Page 22. This includes all businesses with a rateable value of less than £5,000. This is standard good practice for BIDs across the UK, as the cost of collection may exceed the actual levy raised. Those businesses can, and many across the UK do, choose to make a voluntary contribution (decided by the BID board) and avail of the BID benefits.

### How do I vote?

The person with the authority to vote in your organisation will receive the ballot paper in the post. All votes must be received by 5pm on 10 March 2022 by CIVICA, the organisation who will independently conduct the ballot. Each business ratepayer that is eligible to vote will have one vote for each of their properties. Some organisations occupying more than one property will have more than one vote.

### Is this a way for the Council and statutory agencies to save money?

No. Indeed Fermanagh and Omagh District Council and statutory agencies such as PSNI, Education Authority and Court Service for NI will be levy payers too. All projects and services delivered by the BID will be new, or in addition to, statutory services. The BID has been working with statutory agencies to develop baseline statements that record the level of statutory service currently being delivered.

### Isn't this what I pay my business rates for?

No. Rates are a property tax used to fund both local and regional services in Northern Ireland. They are collected by Land and Property Services on behalf of the Northern Ireland Executive and the District Councils. Businesses have little say in how the business rates for non-domestic properties are distributed or spent. The Enniskillen BID levy will be calculated in accordance with the rateable value of the business unit and the funds will be kept in a separate bank account to be invested within the BID area.

## Dates for your Diary:

- › **27th January 2022:** Ballot papers issued by post
- › **9 March 2022:** Final day to cast your vote and post back
- › **11th March 2022:** Result Declaration

### How much it will cost my business?

To work out your annual BID levy: divide your rateable value (RV) 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	£1.03
£50,000	£750	£2.05
£100,000	£1,500	£4.11

For the majority of Enniskillen based businesses this represents an investment of less than £1 a day.

If you are not sure what your rateable value is, please contact Enniskillen BID: [noelle@enniskillendid.co.uk](mailto:noelle@enniskillendid.co.uk)

### What other areas have a BID?

Ballymena, Belfast One, Newry, Belfast Cathedral Quarter, Coleraine, Linenhall BID, and Strabane are all Business Improvement Districts. All eligible areas have secured a YES for Term two.



I think Enniskillen BID has been very progressive in promoting and positioning Enniskillen as a vibrant area for business and living. The investment and support for new business is something that we use in Montgomery Finlay with our clients. We will be voting YES in the ballot

Nick Finlay,  
Montgomery Finlay

### After the ballot

Under the legislation, if the BID is approved, all businesses regardless of how they voted will be under an obligation to pay the levy each year for five years. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.



Legally, a BID can only deliver over and above existing services that are managed by public agencies. A BID can only **ADD** to an area.

## BID FACT

## TO BE CLEAR...

The BID legislation regulates BID ballot and the framework under which Bids must operate.

BID Creation and BID Ballot: Each business ratepayer that would be liable for the BID levy will have one vote for each of their eligible properties, provided they are listed on the Non-Domestic Rates list as provided to Enniskillen BID by Land and Property Services NI.

### BID LEVY AND WHO CONTRIBUTES:

- ▮ The rate of the BID Levy (1.5%) will be fixed for the full term of the BID (five years)
- ▮ The rate will not be subjected to inflation or alterations
- ▮ The BID levy will be applied to all businesses within the defined area with a rateable value of exceeding £5,000 provided they are listed on the Non-Domestic rates list as provided by Land and Property Services
- ▮ The levy amount will be calculated as 1.5% of annual rateable value (Not your Rates Bill amount) as set out in the Local Non-Domestic Rating List for that financial year

### THE FOLLOWING WILL BE EXEMPT FROM PAYING THE LEVY:

- ▮ Organisations with a rateable Value below £5,000.
- ▮ Churches and Schools.
- ▮ Non-retail charities with no trading income, arm or facilities and are entirely volunteer based.
- ▮ Non-profit making organisations with an entirely subscription based upon the rateable value at the time they enter the rating list.
- ▮ Properties on the rating list, including vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner, occupier or registered business ratepayer.

The BID levy will not be affected by the small businesses rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the Non-Domestic Rate Regulations 1989 made under the Local government Finance Act 1988.

VAT will not be charged on the BID levy.

The BID levy is a tax allowable expense.



# The Budget - Enniskillen BID 2022-2027

Enniskillen BID Income						
Income*	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy	227,174	227,174	227,174	227,174	227,174	£1,135,870
Additional funding	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
<b>TOTAL</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£1,235,870</b>

Enniskillen BID Expenditure						
Boost Business	£67,000	£67,000	£67,000	£67,000	£67,000	£335,000
Experience Enniskillen	£70,000	£70,000	£70,000	£70,000	£70,000	£350,000
Enhance Experience	£49,774	£49,774	£49,774	£49,774	£49,774	£248,870
<b>TOTAL Project Spend</b>	<b>£186,774</b>	<b>£186,774</b>	<b>£186,774</b>	<b>£186,774</b>	<b>£186,774</b>	<b>£933,870</b>

BID Running Costs						
Project Management	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Financial costs	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Office, IT, insurance	£7,100	£7,100	£7,100	£7,100	£7,100	£35,500
Contingency	£3,300	£3,300	£3,300	£3,300	£3,300	£16,500
<b>TOTAL Overheads</b>	<b>£60,400</b>	<b>£60,400</b>	<b>£60,400</b>	<b>£60,400</b>	<b>£60,400</b>	<b>£302,000</b>
<b>TOTAL Cost</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£247,174</b>	<b>£1,235,870</b>

\*Income based on 97% collection rate

Contingency calculated at 1.5%

\*Additional Funding; Enniskillen BID has secured £103,850 additional funding since 2017. We aim to secure additional funding to assist with our project delivery during 2022-2027.

**NO** 

## What a NO vote will mean for Enniskillen

- X** If you vote **No** and a **No** result is recorded, Enniskillen will lose £1million investment.
- X** **NO** – Enniskillen Gift Card. Promotion of and selling of the Gift Card will stop.
- X** **NO** – Experience Enniskillen brand.
- X** **NO** – Experience Enniskillen social media and annual promotional campaigns.
- X** **NO** – Business Support.
- X** **NO** – Collective contribution – businesses will have to pay the contribution towards Christmas Lights and CCTV monitoring in Enniskillen.
- X** **NO** – BID Manager who works solely to improve Enniskillen.
- X** **NO** – more murals.
- X** **NO** – Sponsorship for key events.

**YES** 

## Why vote YES

- ✓ A **YES** vote means that we can continue to deliver services and projects that make Enniskillen better. **VOTE YES for Term Two**
- ✓ **YES** – A minimum of £1million investment into Enniskillen. We know we can apply and be successful for funding, there is potential for huge funding opportunities.
- ✓ **YES** – A BID team dedicated to working for the business community here, responding to your needs.
- ✓ **YES** – Growth of the best selling Gift Card in the UK. The potential for Enniskillen Gift Card is huge. We project sales of £1million up to 2027.
- ✓ **YES** – Growth of the first loyalty town programme in NI. Mi Rewards will offer unique prizes and encourage footfall into Enniskillen.
- ✓ **YES** – Support and guidance via Digital Enniskillen and specialised one to one mentoring.



“As Chair of Strabane BID I know first-hand the significant and considerable benefits a Business Improvement District brings to an area. The collective investment to improve, maintain and regenerate is crucially important at this time of economic uncertainty. Equally important is the ability to provide a strong collective voice representing the business community to influence, lobby and change.

The BID model is the future for town and city development and I would urge the business community of Enniskillen to get behind your BID and vote yes!

Kieran Kennedy,  
Strabane BID

## The Ballot for TERM TWO

The ballot will be posted to you from  
**Thursday 27 January 2022**

Please vote **YES** and return the ballot, by post,  
before 9 March 2022

The result will be announced by 5pm on Friday 11 March 2022



A **YES** vote will allow Enniskillen BID to continue for another 5 years investment.



A **NO** vote will see the BID close and all operations stop.

**Enniskillen BID  
successfully  
secured over  
£100,000 funding  
for Enniskillen**





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

Vote **YES!** Enniskillen BID

[www.experience-enniskillen.com](http://www.experience-enniskillen.com)

*Image courtesy of Fermanagh Herald. The Enniskillen Heart - an Enniskillen BID and FODC project.*

bluebellatrandesign@gmail.com | 07779665229



To discuss any aspect of this business plan contact Noelle McAloon

☎ 07738 491 832 ✉ [noelle@enniskillenbid.co.uk](mailto:noelle@enniskillenbid.co.uk)

