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## Business Improvement District (BID) The Concept Explained.

Legislation for Business Improvement Districts came into force in N. Ireland in 2014, however bids have been in Great Britain since 2004. There are now well over 300 BIDs operational in the UK.

## "The BID concept has become the pre-eminent town/city centre management organisational mechanism in the UK."

A Business Improvement District (BID) is a specific area where organisations work together and invest to make a series of improvements. A BID is run by businesses for businesses. The aim of Coleraine BID will be to ensure the town achieves its full potential by working in town for local businesses. This business plan sets out how Coleraine BID will operate over the 5 years and what advantages it can bring. Coleraine BID is led by a BID company created as a not for profit organisation controlled by a board of directors elected from local stakeholders in Coleraine. These directors ensure the projects for improvement are delivered by the BID team over 5 years.

A BID is funded by a $2 \%$ levy on the rateable value of the premises of those eligible organisations with a rateable value (RV) of $£ 2500$ and over, and who are within the BID boundary. This collective investment allows the BID company to achieve its business plan. Properties below the threshold or just outside the boundary can still get involved by joining voluntarily to receive the benefits. "A BID can be defined as a mechanism (in the form of a levy) whereby relevant property/business owners elect to make a collective contribution for 5 years to secure private capital to fund activities within a designated commercial area to improve its attractiveness" Following a vote (September 2018 for Coleraine) to establish the BID, a management structure comprising of representatives of relevant stakeholder constituencies was created, (February 2019 for Coleraine).

More info and FAQs available at www.colerainebid.com

## Welcome to the Review of Year One

First and most importantly, Coleraine BID would like to thank all of our organisations for their support during our first year. There is no doubt that this is a challenging environment and we know that every town is suffering from what has been called a perfect storm of change for towns and cities everywhere.
However, through Coleraine Business Improvement District, Coleraine has an adaptive strategy and a 5 year plan with a budget to improve its own trading environment, to take back some local control and make sure these changes happen to benefit the town and its users for our future.
While acknowledging that any Business Improvement District cannot offer a one year solution, Coleraine has good news to report after its first year and it is all thanks to the people who continue to support our town and look for solutions.

We have said it many times already. Amazing things can happen when we all come together so the team at BID really do want to hear your ideas, your problems and together, how we can help your area of town.

## We look forward to an even better 2020, Thank You



## Overview

Coleraine BID has only just completed its first year of working in town, but it was clear to see that the local community really got behind "Our Coleraine" events this year and of course enjoyed the great offers and service our fabulous stores provide in town. For the first year BID focused on the three biggest opportunities in the calendar,

## Easter, Halloween and Christmas.

Although battling a similar picture of declining footfall, which is throughout NI towns. It was fantastic for the owners and staff to see the town busy on many of the key trading days. For example, figures show that over the 4 weeks of peak trading around Christmas, Coleraine's footfall count was $5.9 \%$ up year on year while national footfall fell by over 3\% and regional footfall in N.I. towns were doing much worse.


The 4 week trading period over christmas saw Coleraine BID deliver a number of projects in town under the new "Our Coleraine" brand designed to attract more people to town, showcase our town in a positive manner, while delivering free festive fun for local residents and visitors to town alike.

03 continually working to attract people to choose coleraine town is one of our key objectives

Projects ranged from our Easter and Halloween town takeovers to showcasing our local celebrities in a Christmas themed fun town video on line, to delivering a month long local radio station, to bringing The North Coast Post Office complete with live reindeer, acrobatic elves and of course visits by the amazing Mr Claus.

Thousands of local people who loved the events delivered by Coleraine BID this year cannot be wrong and we thank them for providing feedback throughout the events, we have been listened to you and promise that

December 2020 will be even bigger and even better in town.

We have already started planning!

## A Five Year Strategy Delivered by 3 Strong Themes

## 1 EXPERIENCE

Expanding opportunities for Coleraine by providing a new annual calendar of events to attract more users to town.

## (2) CONNECT

Deliver a new town wide intelligence led marketing strategy to promote Coleraine as the destination town of Choice in the Causeway Coast \& Clens.

## 3 INFLUENCE

Businesses have told us there is a need to look at longer term infrastructural issues to ensure Coleraine has the correct building blocks in place for the future to become a successful multi-functional town..


## Experiencing Our Coleraine



We understand that many of the reasons people now visit towns and cities have changed!

Towns must try harder to attract town users who visit for an experiential mix of reasons. Our Experience Sub-Group is led by independent business woman Marion Coupe.

One of Coleraine BIDs outputs is to deliver an annual calendar of quality experiences in Town. In 2019 we began this program by creating a number of NEW KEY EVENTS in town to attract both our local residents and visitors to enjoy.

Going forward BID want to ensure even more visitors have reasons to choose Coleraine over alternatives while complementing and supporting our existing strong retail and hospitality offer.

We will continue to encourage local residents, and visitors from outside our town, including seasonal residents of the Causeway Coast and Glens and day tripping tourists to choose Coleraine as their destination of choice.



# EGG-citing Easter Events 

We delivered a series of Easter
 themed events in town over a 5 day period. During the
biggest Easter Egg hunt in the Borough 5000 maps for the schools in Ballymoney, Coleraine, Portrush and Portstewart where distributed. Further copies were available in the participating stores throughout the BID area, along with train stations, the Library and cafes.

We created two family fun zones, a large fun area in the Town Centre with a mobile farm and soft play areas, and a smaller child fun area on Railway Road with Tea cup rides and crafts.

We brought the Q Radio roadshow to town, broadcasting live from Coleraine showcasing a number of local businesses who BID arranged to be interviewed in their location by Abe Sessi.
Coleraine
Good Friday $+5.7 \%$
Saturday $+9.3 \%$
Easter Sunday $+97.8 \%$
Easter Monday +44.9\%


## A Monster Halloween

## Delivering projects to achieve the following outcomes:

- Drive footfall over 2 week trading period identified in the UK as the third biggest retail opportunity of the year after Christmas and Easter.
- Launch new town visitor brand "Our Coleraine" \& encourage civic pride in Our Town
- Start social media engagement and website visits encouraging visits to the town.


Barra Best
9 hrs - ©
It looks like Coleraine is ready for Halloween. Inflatable monsters are taking over the buildings. Photos via Coleraine BID.


## We delivered a lst for N . Ireland!

The Biggest Monster Hunt in N. Ireland, with similar sculptures only in Manchester, Berlin and now Coleraine!

BID coincided this Halloween themed artistic display with a specially produced Monster Map, asking visitors to find all the roof top monsters in Coleraine and name the business they had "grabbed". Simultaneously, we launched our new social media brand with great positive sentiment on social channels about the project.



## Daytime Family Fun Halloween

BID realise that we should host events when the majority of our businesses are open. Therefore BID planned the first daytime Halloween parade for Coleraine.

Hundreds of our local people came early on Thursday 30th October to be entertained from lunch time in the centre of town.

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Stage shows, circus performers and spooky characters wandered the streets to the amusement of everyone, while Artisan traders surrounded the Town hall which itself had been gripped by giant freaky fingers.

The days host and compere, Brian Moore led the entertainment with an outdoor fancy dress disco followed by the highly acclaimed band, "Annas Number" just home from America who played to the crowd with guitar, drums and saxophone.


Hundreds of children joined the first day-time Fancy dress parade through town which began at the top of Railway road and Kingsgate Street led by the amazing dancers from "More Performing Arts School" to the tune of Thriller. Locally based rhythm team, "Fun with Drums" provided the creative music during the parade as they had been working up to the event with BID sponsored workshops in local schools.

|  | Halloween footfall increased in town by: |  |
| :--- | :--- | :--- | :--- |
| Coleraine |  |  |
| Week 43 $+1.7 \%$ <br> Week 44 $+4.6 \%$ | 150000 | Weekly Footfall |

## Christmas Projects



## Deliver projects to achieve the following outcomes:

Drive footfall over 5 week peak trading period

- Increase awareness of "Our Coleraine" brand \& encourage civic pride in Our Town
- Increase social media engagement and website visits promoting the town.


## Our Coleraine Christmas Video

Our winter projects started by working with a well-known local videographer to produce a fun, karaoke styled video of the town. This was launched on the "Our Coleraine" social media pages and was shared at a phenomenal rate. Local businesses, town workers, charities, sports clubs, emergency services and local primary schools all took part, connecting our town. We received very positive feedback with this initiative and it has been viewed by over 24,000 people with 18.4k on Facebook alone, along with well-known influencers sharing the locals singing talents throughout N. Ireland.

10.


Over $\mathbf{1 , 1 0 0}$ children received a gift from BID during the opening times at absolutely no cost to the children or our local families who visited town. A dedicated webpage was created with 732 followers in just 2 weeks of December.
5 edited videos featuring the Post Office were uploaded with approx. 20,000 views.


## Connect

Our Connect Sub Group has created a new communications plan for both BID members and Town users.

We engaged a professional marketing strategist to create a town focused marketing strategy for Coleraine. Implementation of this new strategy began in Autumn of 2019 with an action plan and performance measurements for the next 12 months. This includes a new communication platform for members with regular e-zines and town centre intelligence to launch in early 2020.

The new brand "OUR COLERAINE" was launched in October 2019.


Powered by:


COLERAINE BUSINESS IMPROVEMENT DISTRICT

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## Influence

## In 2019 local organisations told CBID to champion Coleraine by lobbying on:

- Access \& Car parking in town.
- An unused Market Yard
- Protect our members with a town centre first policy for retail and hospitality businesses while the town has capacity.
- Represent local business during any statutory reviews such as the recent "Town Centre Masterplan"
- Reduce operational costs through group buy initiatives while signposting members to opportunities and threats.

In 2019, BID delivered over 40k of savings to local organisations with our card processing scheme.



## Coleraine BID Area


16.

## Year one at a Glance 2019/20

## EXPERIENCING COLERIANE

- 6 New Events brought to Coleraine
(Fact) Every time BID ran an event in town : FOOTFALL INCREASED!



## CONNECTING COLERAINE



- New town wide Marketing strategy created
- New brand created "Our Coleraine"
- New webpage \& social media
- 19,841 page views \& 6,716 Website users
- Connecting town with NRC \& Ulster University
- Promoting Coleraine across N. Ireland media
- Over 70 Videos created


## INFLUENCING IMPROVEMENTS



- Over $£ 40,000$ savings delivered to Coleraine organisations
- 9 Key issues to improve Town Carparking
- Town Masterplan Review
- Interview video to use Market yard presented to Council
- Lobbying DFI and Translink to improve transport and access issues


## £250 Price Promise for all Coleraine BID Members



We are so confident that we are offering Coleraine BID businesses the best value card payments, that if we can't beat your current rates you walk away with £250

## What our partnership with Coleraine BID means for your business..

## No Hidden Fees

We don't charge any hidden fees, that means no PCl compliance fees, no authorisation fees, no set-up fees and no minimum monthly fees.

## Free logo printed on receipt

All Coleraine BID members can get their logo printed on their receipts FREE of charge.

## Preferential Pricing

We have special rates available for all Coleraine BID members. Get in touch today to discover how much you could save.

## Exceptional Service

The Coleraine BID will have one of our own dedicated field engineers on hand to help out every step of the way.

Payment Acceptance

