



COLERAINE BUSINESS  
IMPROVEMENT DISTRICT

# Final Plan 2018-2023





## Chairman's Introduction

I am personally delighted to introduce this five year plan for Coleraine's Business Improvement District.

As a local business owner, I am very passionate about securing a future for the Town of Coleraine, and believe there is a wealth of underlying energy within the business community which can be harnessed through a BID. The vast majority of businesses understand that our town needs to adapt to meet the current and future trends. Over the last 12 months, I have had the great pleasure of working with progressive thinking businesses who have given up their time to work on this 5 year improvement plan.

After an extensive period of consultation and research the BID project group have listened to a range of local issues, we have considered what local businesses believe are barriers to trade and have prioritised a portfolio of opportunities into 3 main themes. I believe that through investing in this plan we can all benefit together as a community.

Our strategy is simple. Together, we will collaborate across sectors to increase the number of customers in Coleraine. We will increase our offer and frequency of experiences in town so as our customers enjoy staying longer and experience more of what is on offer. We will deliver for your business and aim to maximise our collaborated investment in Coleraine.

The BID will strive to help Coleraine reach its full potential as the commercial centre of our local economy and the destination town of the Causeway Coast and Glens.

Coleraine organisations have now been presented with this opportunity to work together and I urge you to seriously consider the business plan and vote YES in 2018. Now is the time to take action.

I am looking forward to a successful future for Coleraine.

**Ian Donaghey MBE**

*Chair*

*Coleraine BID Project Team*



# Executive Summary

Our town of Coleraine is a beautiful, historic and vibrant place which is for everyone to enjoy. We already have so much to offer our local community, visitors and investors, but we need to be better at capitalising on these opportunities. We must look to the future and improve our existing offer collectively. We all need to work together to protect our fantastic town. We now have an opportunity to do this with Coleraine BID.

## A Business Improvement District (BID)

A 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 next 5 years and what advantages it can bring if you vote yes this summer.

## Leadership and Management

Coleraine BID will be 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 will ensure the projects for improvement are delivered by the BID team over the next 5 years.

## Funding

Coleraine BID will be 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 will allow 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. Coleraine BID also intend to lever additional funding for the town through grants and sponsorship opportunities.

## The Vote

Voting yes is your opportunity to invest £1.2 million into Coleraine's future. Ballot papers will be sent to all eligible voters from the first week in August 2018 to cast a simple Yes or No vote. You will have until 13th September 2018 to cast your vote.

The project group have created three themes:



## INFLUENCE

### TOWN PROTECTION

Championing The Town Centre First Strategy by BID appointed sub-groups for:

- Access
- Planning
- Public realm standards

### ACCESS IMPROVEMENT

Engaging authorities to investigate and improve:

- Vehicular routes to town
- Current Parking options
- Pedestrian zone usage
- Taxi ranks
- Coach & bus parking

### SUPPORTING BUSINESSES

Time saving and cost reductions in areas like:

- Energy
- Waste
- Communications
- Card processing payments
- Business consultations

## Influence

Potential budget of **£200,000** over 5 yrs

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.

### TOWN PROTECTION

Coleraine BID will represent over 660 organisations working to put our town centre first.

We will create a number of specific working groups who will champion the towns business community in discussions with statutory bodies ensuring a "town centre first" ethos.

The BID team will keep its members fully informed, representing commercial interests and lobbying on issues which will directly affect the BID area.

*“ The key to providing a quality destination town is to ensure the basics are constantly achieved; Selection, Accessibility and Service (SAS). Businesses can provide choice and quality of service, the town requires a full review of car parking and accessibility to allow Coleraine to really prosper. ”*

**SAM MOORE**  
S&T Moores  
Railway Road



### ACCESS IMPROVEMENT

Businesses have told us they would like to see a review of existing access issues which are vitally important to the future of the town. Coleraine BID will work on behalf of the business community in Coleraine to find the best parking solutions for the town which will encourage length of stay.

Businesses have asked if the current routes to access the town are fit for purpose. A BID could support and assist the investigation into finding the best solutions to access our town. These will include vehicular, pedestrian, cycle and public transport options.

### SUPPORTING BUSINESSES

Coleraine BID can work for every business in the BID area with the aim of reducing their operational costs while adding value through collective buying programmes and offer a range of cost reviews.



“ The way all of us live and interact with our town centres is changing. To continue to be successful Coleraine will need to embrace this change and plan for a new future, encouraging different uses, improved access, car parking provision and ensuring a town centre first agenda. I believe that uniting the town centre stakeholders together behind a business plan with the resources and a budget to deliver it as part of the Coleraine BID is the best way to deliver this. ”

**NEVILLE MOORE**

*Moore's of Coleraine, Church Street*



“ Detailed and strategic thinking about the development of Coleraine town has never been needed more. It is important to seize the opportunity to bring key people in the town together and work together for the future ”

**NIGEL HAMILTON**

*Bishops,  
The Diamond.*



“ Coleraine really has a lot to offer in terms of user experience and service / retail provision. Its fundamental going forward that property owners and occupants work better together to make the most of each and every opportunity to see the built environment of the towns fabric enhanced for the benefit of all who use Coleraine for work or leisure. I see the BID as a big step in the right direction to achieve this and a great basis towards further meaningful development. ”

**HENRY TAGGART BSc (Hons) MRICS**

*O'Connor Kennedy Turtle, Stable Lane.*



## CONNECT

### BUSINESS TO BUSINESS (B2B)

Assisting commercial organisations to regularly communicate & collaborate by supporting:

- Business audits
- Town opening hours
- Mutually beneficial offers across business
- Development of staff, entrepreneurs, and business leaders through collaboration e.g. Northern Regional College, Ulster University in Coleraine and local training providers.

A new communication platform to all BID members providing:

- Live B2B intelligence
- Performance data
- Footfall figures
- Car parking statistics
- Crime statistics
- Information sharing between organisations

### BUSINESS TO CUSTOMER (B2C)

Brand and promote Coleraine as the destination town of Causeway Coast & Glens to our:

- Local community
- Student population
- Visitors
- International Tourists
- Investors

Communicate the existing offer of choice, value and convenient transport through:

- An Integrated marketing plan
- Development of a town focused digital strategy.
- Use of a mobile Coleraine promotions team

## Connect

Potential budget of £300,000 over 5 yrs

### COLLABORATION & COMMUNICATION

Businesses have explained to us that collaboration is vitally important to success, but acknowledge that this can be challenging. The Coleraine BID will focus on setting up and maintaining a regular method of communication between all business members in the BID area. Businesses will be able to communicate quickly and directly with other organisations or en-mass to all members in the area via a new digital information dashboard. In addition the BID will aim to provide intelligence on town performance with historic like for like data and information on upcoming events to help your business plan ahead.

*“An integral priority of the College is working with all stakeholders for the continued development of a vibrant and prosperous Coleraine town centre.”*

**MEL HIGGINS**

Chief Operating Officer  
Northern Regional College

**nrc**  
northern regional college

### COLERAINE HAS A WEALTH OF ACADEMIC RESOURCES ON ITS DOORSTEP

Coleraine BID will continue to develop relationships between “Town & Gown” to assist local organisations. A BID could support businesses with short training courses to develop their staff to an even higher standard or assist them meet their regulatory requirements. A BID could also work with longer term development of entrepreneurs and business leaders to ensure they have the skills they need to grow.

### MARKETING AND PROMOTION

Businesses told us that regular professional communication to customers is essential in order to compete. Coleraine BID could work to professionally develop a powerful town focused marketing strategy to promote the value, choice and range of offer in town to both existing and new customers.



“ Being part of the CBID development process has revealed that there is a collective desire within the Coleraine business community to safeguard this wonderful town as a great destination. By voting YES to this business plan Coleraine will continue to improve as an excellent place to live, work and visit for everyone. The collective power contained within the BID system gives the business community in Coleraine a direct way to influence their own success and in turn make sure that Coleraine town centre remains a prosperous town that works for all. ”

**JULIENNÉ ELLIOTT**

Town & Village Manager, Causeway Coast and Glens Borough Council.



“ I would like to see Coleraine BID working to develop a strong communication network with the people who live and work in the area. To promote the whole town as one destination to both local and external customers, maximising the towns potential to prosper. I believe this will attract further investment from commercial companies which will naturally drive more footfall by giving even more choice. ”

**KIERAN MCAFEE**

Manager Poundland,  
Church Street.



“ In order to secure the long term longevity of Coleraine it is essential for all the business community to communicate and collectively work together with a strong united voice. The BID process can help us achieve this. ”

**FRANCES-ANNE ARCHIBALD**

Manager Boots, Church Street.



## EXPERIENCE

### THE DESTINATION TOWN OF THE CAUSEWAY

Annual programme of events, aimed at a variety of audience:

- Families
- Visitors
- Shoppers
- Tourist (cultural, business, film)
- Students

Themed events to include:

- Animation
- Music
- Art
- Comedy
- Sporting themes
- History and culture

### EXPANDING OPPORTUNITIES

Encourage an evening economy with possibilities for longer trading hours.

Creation of "Visit Coleraine" packages supported by:

- Locally created tours
- Trained/informed street ambassadors
- A knowledgeable, proud and engaged local workforce

### DEVELOPING NEED FOR AN EVENING ECONOMY

Strengthen our town's sense of community spirit with Health & Wellbeing routes and other activities.

Improving arrival points, physical gateways and street signage to enhance our town.

## Experience

Potential budget of **£470,000** over 5 yrs

Businesses have told us, it is key to the future to promote Coleraine as the go-to destination town of the Causeway Coast and Glens.

Coleraine needs to offer an experiential mix to its customers and ensure they are informed about it.

### THE DESTINATION TOWN OF THE CAUSEWAY

Attracting more visitors to the town by expanding the existing offer could be supported by a calendar of high quality events, strategically interwoven with existing attractions and new collaborations.

An integrated marketing and communications plan could be professionally developed to showcase all our BID members to a variety of audience including our local community, our large student base, day trippers, heritage and cultural tourists and coach tours who visit the Causeway Coast and Glens.

### EXPANDING OPPORTUNITIES

Businesses have told us they acknowledge the success of the Causeway Speciality Market, but feel we can expand this opportunity further. By doing so we could re-establish Coleraine as a well-known market town in N. Ireland.

The BID could encourage and support the training of local community members to be town hosts and ambassadors who will assist our customers in getting the most from their visit.

Health and wellbeing routes through town could be developed to highlight the towns under publicised historical, cultural and environmental assets to be enjoyed by locals and visitors alike.

By enhancing the appearance of the physical gateways and arrival points to the town, a BID could create a more visible appealing journey to all.

### DEVELOPING NEED FOR AN EVENING ECONOMY

A re-focus on support for the evening economy by coordinating an offer from the retail and hospitality sectors to increase dwell time and profitable extended trading times.

*"It is very important that customers receive the best experience possible when they visit Coleraine. This town is the beating heart of the local area where so many people enjoy to come to meet and relax, I am really excited about the changes a BID can bring."*

**SEBASTAIN PIERZCHALSKI**

Owner of Caramel Home Bakery - Abbey St.





“ We need to promote our town better to the 2.5 million visitors who come to the North Coast every year. Cars and coach loads of visitors are missing out on experiencing our historic town and enjoying a fantastic retail therapy experience. It is essential we get the town centre car parking and access sorted first. ”

**STEPHEN SMYTH**

Smyths Country Sports,  
Park Street.



“ Coleraine is not only an interesting historical town, it has a wonderful selection of independent and multi-national shops to enjoy. I am looking forward to being part of a BID that promotes this to everyone. ”

**MARION COUPE**

No4 Queen Street.



“ There is definitely a thirst in the Causeway Coast tour market for something new. Coleraine can work to promote such a new experience, attracting more visitors to showcase the historic town. From the business plan I understand how Coleraine BID can work to collaborate and realise this opportunity. ”

**MARK RODGERS**

Dalriada Kingdom Tours



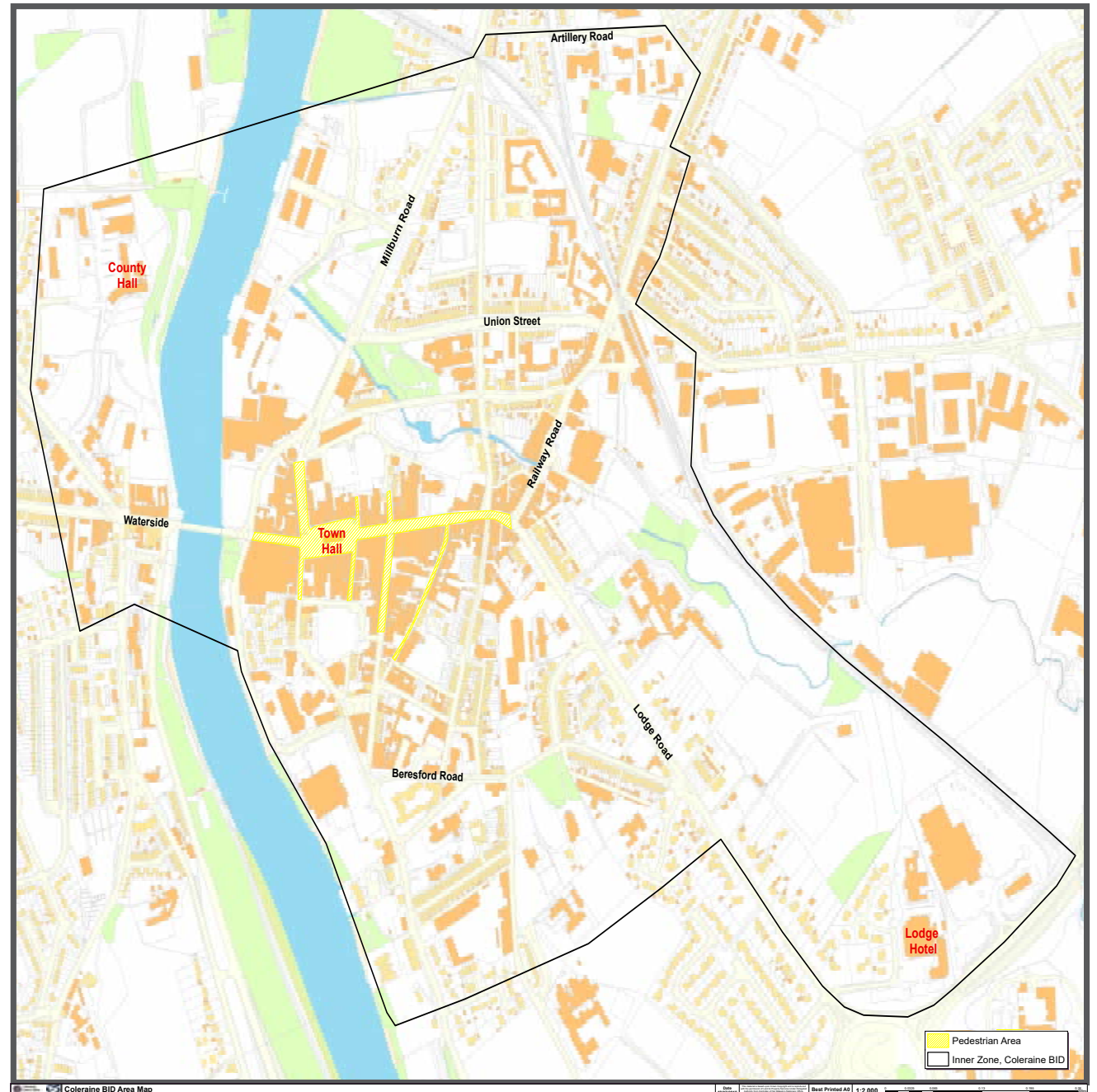


# Coleraine BID area

## List of Streets in C-BID Area

Abbey Street	Martins Brae
Adelaide Avenue	Mill Street
Artillery Road	Millburn Road (PT)
Ballycastle Road (PT)	Mountsandel Road (PT)
Bannfield Road	New Row
Bannside wharf	New Row West
Bellhouse Lane	Newmarket Street
Beresford Avenue (PT)	North Rampart
Beresford Court	Nursery Avenue
Beresford Place	Old Court Market
Beresford Road	Old Distillery Court, Long Commons
Blindgate Street	Park Street
Bridge Street	Pates Lane (PT)
Brook Street	Queen Street
Bushmills Road (PT)	Railway Place
Captain Street Lower (PT)	Railway Road
Castle Lane	Railway yard
Castlerock Road (PT)	Rathain Fold
Church Lane	Ring Road (PT)
Church Street	Riverdale Road
Circular Road	Rothsay Court
Dunmore Street	Society Street
Hanover Place	Stable Lane
Hawthorn Terrace	Stone Row
Hezlet Court	Strand Road (PT)
Killowen Court	Terrace Row
Killowen Street (PT)	The Crescent (PT)
Kingsgate Street	The Diamond
Lime Market Street	The Mall
Lodge Manor	Union Street
Lodge Park	Union Street Mews
Lodge Road	Upper Abbey Street
Long Commons	Waterside Street

(\* PT - Part of a street.)





## Coleraine BID Timeline

**Dec 2017**

A BID project manager appointed.

**Jan 2018**

A full time BID office opens in town.  
Consultation with organisations continues.  
Project Group formed.

**Feb 2018**

Public agencies consulted  
Newsletter sent to update all business

**Mar 2018**

Research & development with stakeholders continues

**Apr 2018**

2nd Newsletter posted with update on project group development

**May 2018**

Draft plan created and sent to all organisations in the BID area.

**Jun 2018**

30 days of stakeholder feedback on the draft plan

**Jul 2018**

Final plan created and distributed directly to all stakeholders

**03 Aug 2018**

Ballot Opens VOTE YES

**13 Sept 2018**

Ballot Closes

## BID Rules Explained

The legislation regulates BID ballots and the framework under which BIDs must operate is contained in the NI BIDs Act 2014.

**Key points are:**

### BID Creation and the 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 by Land and Property Services on 1st July 2018.
- None of the costs incurred through this development of the BID and before the formal ballot will be paid for by the BID levy.

### The BID levy and who contributes.

- Coleraine BID will be financed through an annual levy of 2% on the rateable value (NAV) of each individual property.
- The BID levy rate will be fixed for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all businesses within the defined area with a rateable value of, or exceeding, £2,500, provided they are listed on the Non-Domestic rates list as provided by Land and Property Services.
- The Minimum amount to be paid by any one business or organisation is £50.
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be calculated pro-rata.
- Vacant properties, or those undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.
- The BID levy will not be affected by the small business rate relief scheme, exemptions, reliefs or discount periods provided for in the Rates (Northern Ireland) Order 1977 and subsequent secondary legislation thereunder.
- The BID levy will not be affected by service charges paid to landlords.
- VAT will not be charged on the BID levy.

### The following will be exempt from paying the levy:

- Organisations with a Rateable Value of below £2,500.
- Religious organisations and non-retail charities with no trading income.
- Non-Profits with an entirely subscription and volunteer-based set-up.
- Primary and post-primary schools.

## Future Management of Coleraine BID

Following a successful YES vote, the BID Project Team will oversee the transition to a fully functional BID company which will be set up as a Company Limited by Guarantee, governed by a board of directors. This normally takes between 3 - 6 months to set up (legislation states no more than 12 months). In line with UK BID best practice, two directors will be appointed to oversee the legislative requirements of the company set up, with a full board being in place within the 12 month requirement. Board membership will be subject to best practice voting procedures.

- The board of directors will be accountable to the BID levy payers to effectively deliver the projects and services as set out in the business plan.
- The Billing Body is authorised to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Company Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID Revenue Account and transferred to the BID Company.
- BID projects, costs and timescales may be altered by the BID Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company.
- Company members can vote at annual general meetings.
- The BID Company will produce an annual report available to all company members.
- BID staff will be appointed, will be based in the Town Centre and will work with the appropriate agencies to deliver the programme of projects.
- The BID will last for five years. At the end of the five years, a ballot must be held if businesses wish the BID to continue.
- Your BID levy is tax deductible.

## BID Project Group



**Ian Donaghey**, (Chair),  
Irwin Donaghey Stockman



**Neville Moore**,  
Moore's of Coleraine



**Declan O'Malley**,  
Diamond Shopping Centre



**Marion Coupe**,  
No 4 Queen Street



**Suzanne Conkey**,  
Ulster Stores



**Heather Rainey**,  
Bank of Ireland



**Sheila O'Donnell**,  
TK Maxx



**Stephen Henry**,  
Rocca



**Graeme Montgomery**,  
Montgomery Irwin Architects



**Norma Snelling**,  
Barclays



**Clare Johnson**,  
Railway Arms



**Stuart Leslie**,  
Gems Goldsmith and Jewellers



**Derek Smyth**,  
GM Computer Systems



**Bruce Macfarlane**,  
Capital Trust



**Frances-Anne Archibald**,  
Boots



**Jamie Hamill**,  
Coleraine BID Manager



**Julianne Elliott**,  
Causeway Coast and Glens Council



**Dr Peter Bolan**,  
Ulster University



**Kieran McAfee**,  
Manager Poundland

**Thana Thammvongsa**,  
Woosh

**Dean Kennedy**,  
Kennedy Eyecare

**Robert Wilson**,  
River House



## How are BID's funded?

BIDS are managed and funded by the businesses within the BID area. If Coleraine Town businesses vote yes for the BID, this has the potential to raise over £1.2million during the five year period to deliver improvements that will directly benefit your business and Coleraine town in general.

If a BID is successfully voted in 2018, all eligible businesses in the BID area will pay a levy of circa 2% of their rateable value. The table below gives an example of how much the BID levy will be. The BID levy is an investment for our town and typically in other areas for every £1 invested, businesses can expect to see a £3 return.

Rateable Value	Maximum Annual Levy	Daily Investment
£2,500	£50	0.14p
£5,000	£100	0.27p
£10,000	£200	0.55p
£25,000	£500	£1.36
£50,000	£1000	£2.74
£75,000	£1500	£4.10
£100,000	£2,000	£5.48
£200,000	£4,000	£10.95
£300,000	£6,000	£16.44

## The opportunity for Voluntary Contributions

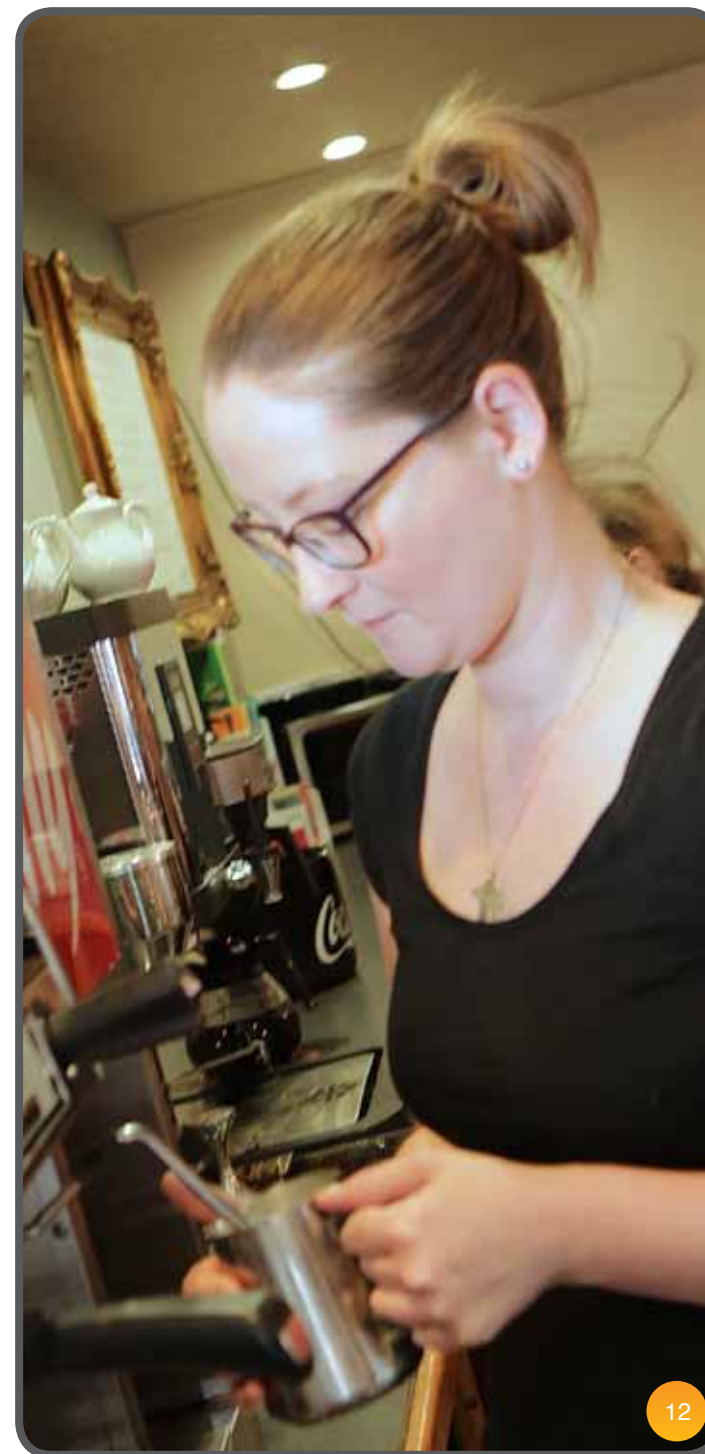
- Coleraine BID will offer the opportunity for a voluntary opt-in membership scheme for those businesses under the £2500 threshold or just outside the BID Boundary.
- The fee applied will be based on the 2% calculation of total rateable value, subject to a minimum payment of £50.00
- Payment of the BID levy will entitle these businesses to avail of BID projects and services and contribute to the development of Coleraine town.

Your annual levy is an investment, not simply an additional cost to your business. In return for your investment your business benefits from additional projects and services specific to the BID area. The BID levy will be used to generate additional funding and project match with other funders to deliver further value for money.

“ As a small business owner in Coleraine, who is under the threshold, I can certainly see the benefits and advantages of becoming a BID member. I look forward to contributing to the bigger picture, while benefiting from cost saving opportunities which due to workload, I seldom have the time to look at ”

**WILLIAM MCCONNELL**

Owner of After Adrenalin Digital Marketing, River House



## BID BUDGET INCOME & EXPENDITURE 2018-2023

	2018/19	2019/20	2020/2021	2021/2022	2022/2023	5 YR TOTAL
<b>INCOME</b>	<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	<b>YR 4</b>	<b>YR 5</b>	
<b>BID Levy</b>	240,000	240,000	240,000	240,000	240,000	1,200,000
<b>Proposed Additional *</b>	30,000	30,000	30,000	30,000	30,000	150,000
<b>TOTAL INCOME</b>	270,000	270,000	270,000	270,000	270,000	1,350,000
<b>EXPENDITURE</b>	<b>YR 1</b>	<b>YR 2</b>	<b>YR 3</b>	<b>YR 4</b>	<b>YR 5</b>	
<b>Themes:</b>						
<b>1.Influence</b>	40,000	40,000	40,000	40,000	40,000	200,000
<b>2.Connect</b>	60,000	60,000	60,000	60,000	60,000	300,000
<b>3.Experience</b>	94,000	94,000	94,000	94,000	94,000	470,000
<b>Overhead costs</b>	70,000	70,000	70,000	70,000	70,000	350,000
<b>Contingency</b>	6,000	6,000	6,000	6,000	6,000	30,000
<b>TOTAL EXPENDITURE</b>	270,000	270,000	270,000	270,000	270,000	1,350,000

\* Proposed additional through voluntary memberships, contributions, sponsorship and potential match funding.  
Years 2-5 is projection and the actual could be a higher or lower amount.

“ The town centre needs to be multifunctional encouraging people to live in and around the town centre again, supporting retail and other activities. ”

**JOHN TURLEY**  
Macaulay Wray Solicitors, New Row.



“ Coleraine will need all of the stakeholders working together behind a new vision for the town centre. ”

**DR PETER BOLAN**  
Director: International Travel & Tourism Management,  
Ulster University.





# Measuring Performance & FAQs

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

No, definitely not. The Council will be a levy payer too. All projects delivered by Coleraine BID will be new or in addition to the statutory Council services covered by your business rates. The BID has agreed baseline statements with public agencies which capture the level of statutory provision in Coleraine town. Legally a BID can only deliver projects over and above existing statutory services, indeed part of Coleraine BID's role will be to encourage public agencies to deliver to an acceptable standard.

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

No. Rates are a property tax used to fund both local and national services. The BID Levy is a business investment, it will go to a separate bank account and be spent entirely on fulfilling the objectives of the BID Business Plan for our town - so 100% of the money will be spent on improving the BID area in Coleraine town.

## How much will this cost me?

The levy is based upon 2% of the ratable value of each eligible property. For ease, the table on the previous page gives examples of potential payments.

## Why should I vote YES?

If you vote YES in August / September 2018 you can expect to see a better championed, better protected, better promoted, maintained and managed town with more collaboration and support, including opportunity for reduced costs for business. The BID will only go ahead if the majority of those who vote, both by number of businesses and by total ratable value, say YES.

## Measuring Performance

Accountability is important to us all. Coleraine BID will demonstrate how it is delivering against its objectives. The board will set key performance indicators (KPIs) bespoke to Coleraine and measure the BIDs performance against these.

“ The number of Business Improvement Districts (BIDs) in Northern Ireland has grown over recent years. A major benefit of BIDs is their ability to respond quickly to local priorities with the mandate of local businesses. As seen in other locations BIDs have a proven track record for delivery. ”

**ANTHONY NEWMAN**  
President Causeway Chamber





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**“VOTE YES** to working together, creating  
opportunities for a better future for Coleraine”



For more information on the “BIDS EXPERIENCE”  
Visit [www.colerainebid.com](http://www.colerainebid.com)