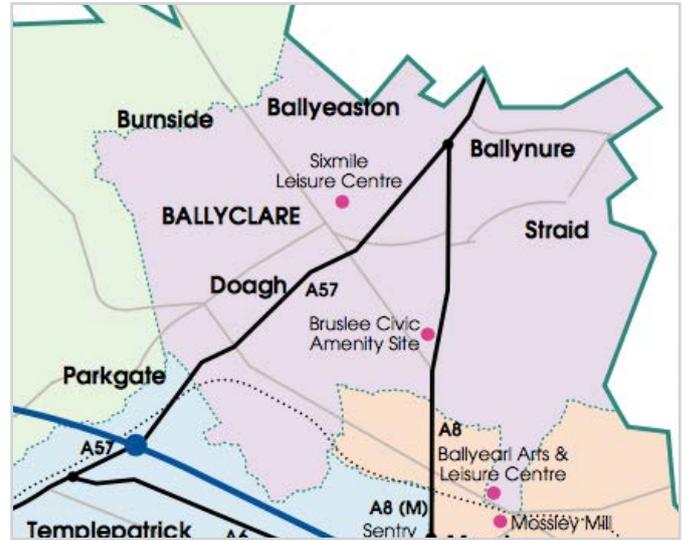


Hello and welcome to the first edition of your Ballyclare BID Newsletter, the fact sheet where we will be answering your questions and keeping you updated as Ballyclare works together to become an official Business Improvement District.

A Business Improvement District (BID) is an exciting way to help businesses take control of and improve their trading environment. If you are a business within the defined BID study area (see map) you have the great opportunity to identify the projects you want to implement that will make a positive change in Ballyclare and surrounding villages.

In order to remain competitive, Ballyclare needs to stand out. By obtaining Business Improvement District status, we can all work together to invest in our place, which will enhance our trading environment. Making a real difference by attracting more shoppers and visitors and, in the long term, attracting more businesses to invest in Ballyclare. Great news for Ballyclare, great news for you!

Please take the time to read this factsheet as a BID in Ballyclare could make a real difference to your business. Over the coming months the BID organisers will be meeting with you all to find out what is important to you and how we can work together to ensure local businesses within Ballyclare thrive.



BALLYCLARE BID STUDY AREA



## MANAGEMENT OF THE BID

Heather Carr has been appointed BID Manager for the Ballyclare BID. Heather has run her own small business for the last three years delivering retail and employee development projects for businesses including Victoria Square Belfast, Henderson Group and Ulster Bank. She recently delivered a project for Armagh, Banbridge and Craigavon Borough Council which provided solutions to reduce vacancy rates throughout the Borough.

Heather lives in Ballyclare and has been actively involved in delivering the Ballyclare May Fair as a member of the working group for the last four years.

Over the coming months Heather will be out and about meeting and learning about the businesses in the BID Study area. She wants to hear your opinions about the area and what you want to change for the better to help transform the area back into the bustling and vibrant place it used to be.

## QUESTIONS?

If you have a question or a comment on the Ballyclare BID please contact Heather Carr, BID Manager:

📞 07814 721023

✉ heather@ballyclarebid.co.uk

🌐 www.ballyclarebid.co.uk



## WHAT ARE BIDS?

They are an arrangement whereby businesses get together and decide:

- what improvements they want to make in the BID area
- how they will manage and deliver the improvements
- what the improvements will cost.

This all goes into a business plan which is voted on by all those who would have to pay. The BID lasts for a maximum of 5 years and must be able to demonstrate how it benefits the businesses that have funded it.

## WHAT MIGHT A BID DELIVER?

It's up to you. BIDs can deliver any projects or services that are agreed by the businesses in the BID study area (for our BID study area see map) and that are over and above anything that the Public Sector provides. In most cases they include marketing and promotional activities, increasing safety and security for businesses and customers and enhancing the customer experience. The important thing is that the BID is focused on delivering the operational projects as determined by detailed consultation with all businesses in the BID area.

## WHY DO BUSINESSES SUPPORT BIDS?

A BID is a mechanism which allows businesses to raise a sum of money to manage and deliver projects that they have identified and believe will improve their trading environment, ultimately increasing trade for those businesses who are paying for the improvements.

## HAVE BIDS BEEN SUPPORTED ELSEWHERE IN THE UK?

Since September 2004, when BID legislation to GB was introduced there have been more than 280 BIDs in the UK, which over the next five years will bring in more than £400 million of new finance to develop BID areas. Ballymena became the first BID in Northern Ireland, followed by Enniskillen, Strabane and Newry. As of 2017, Belfast now benefits from three BIDs with Belfast One, Destination CQ and The Belfast Central Business district all now in operation.

## HOW WILL THE BID BE MANAGED?

BIDS are normally controlled and managed by local businesses that are paying the levy, currently the majority of successful BIDs are delivered through a BID Company. The BID company would be responsible for the delivery of the BID projects and services and directly responsible to all businesses through a board elected from those businesses that pay the BID Levy.

## WHO PAYS FOR A BID?

Once projects and services have been agreed by businesses, along with how they are going to be delivered and managed, they are costed up and set out in a detailed business plan. The cost to each business is worked out on a pro rata basis. 'This is called the 'BID LEVY'. An independent and formal vote then takes place on the agreed projects and services and if the majority vote YES then ALL within the BID area HAVE to pay. The BID levy is normally paid by the occupiers of a property. In addition BIDs can draw in other voluntary funding, grants and 'in-kind' contributions to supplement the BID levy.

## WHO CAN DEVELOP A BID?

A BID can be proposed by any business ratepayer, property owner, local authority or other key stakeholders with an interest in the BID Area.

## HOW DOES AN AREA BECOME A BID?

Normally a 'BID Task Group' is set up which is responsible for putting together a detailed business plan setting out the projects it aims to deliver on behalf of the businesses in the BID area. This is based on a detailed consultation process with businesses. The business plan will include the projects, cost, delivery guarantees, performance indicators and the management structure. A confidential postal vote is held, all the businesses that would pay the BID Levy get a vote. To become a BID, the majority of those that vote must be in favour by number and rateable value. A successful BID then has a mandate for a maximum of 5 years after which the BID would need to seek a re-ballot.

## DOES THIS MEAN THE LOCAL AUTHORITY WILL STOP DELIVERING SERVICES?

BID money can only be used to carry out projects/services ADDITIONAL to those that public services have to provide. Prior to the BID Business Plan being produced the current services being delivered by all public agencies including the Local Authority and Police are baselined/benchmarked. The Local Authority has to continue to deliver that level of service for the period of the BID. The BID company can agree to provide additional resources to deliver a higher level of service over and above the baselined/benchmarked level if this is what businesses have identified.

## HOW IS A BID MONITORED?

Like any good business plan, specific key performance indicators (KPIs) are set and performance is monitored against the KPIs by the BID board. The BID company is answerable to the businesses who pay the BID Levy, and will be required to monitor and inform its members on its progress towards the agreed KPIs.

## THE NEXT STEPS

There is still lots to do before voting can take place and over the coming months we will be asking for your views and ideas on how we can create a place where people want to come, shop, relax and do business.

The first step is to complete our survey and have your say about how a Business Improvement District (BID) could help your business or organisation.

[www.surveymonkey.co.uk/r/BallyclareBIDSsurvey](http://www.surveymonkey.co.uk/r/BallyclareBIDSsurvey)

This is a truly unique opportunity to achieve something positive for Ballyclare and surrounding villages, something that the businesses can own and control.

**It's time to make a difference!**