



BALLYCLARE
Business Improvement District

DISCUSSION DOCUMENT



**HAVE
YOUR
SAY!**

OUR TOWN
OUR MONEY
OUR CHOICE

HAVE YOUR SAY!
DETAILS ON THE BACK



WHAT PROJECTS COULD THE BID DELIVER FOR BALLYCLARE?

The Ballyclare BID could provide a range of projects and services as well as being a collective voice for BID businesses. Building on feedback from local businesses we have prioritised the following key areas of work and investment.

1. MARKETING AND PROMOTION

A BID could extend and widen awareness of Ballyclare's business offer to existing and new residents and those further afield. This would promote our shops, our services and attractions that operate in our town. This could include:

- Central Ballyclare business website promoting each individual business
- More activities to encourage customers into the town
- Cross Business Promotions
- Area Map for visitors to the town
- Ballyclare Gift Card
- An Investor Portfolio to attract new businesses into the town and improve the existing retail mix

3. PARKING AND ACCESS

Throughout the Ballyclare BID consultation businesses have expressed concern regarding car parking throughout the town. Issues raised include employees using the limited on-street parking, lack of free parking and loss of parking when road works are taking place. Businesses away from the main streets in Ballyclare have requested that signage towards their areas be improved. The Ballyclare BID could:

- Develop innovative solutions to address our car parking problems through consultation with local businesses
- Investigate opportunities to utilise unused land for employee parking
- Review and improve signage to various areas within the town in particular areas away from the main thoroughfare

2. STREETScape IMPROVEMENTS

The look and feel of Ballyclare is integral to ensuring visitors and residents come to Ballyclare to use our shops, restaurants and other businesses. The BID activity could include:

- Cleaning and maintenance of our streets over and above what is already provided by council
- Maintenance and extension of floral displays
- Reducing the litter in the town
- Ways to improve to derelict buildings including management of empty and vacant units
- Better public signage to encourage footfall throughout the whole town
- Programmes to engage young people and reduce Anti Social Behaviour, littering and shoplifting.

4. BUSINESS SUPPORT

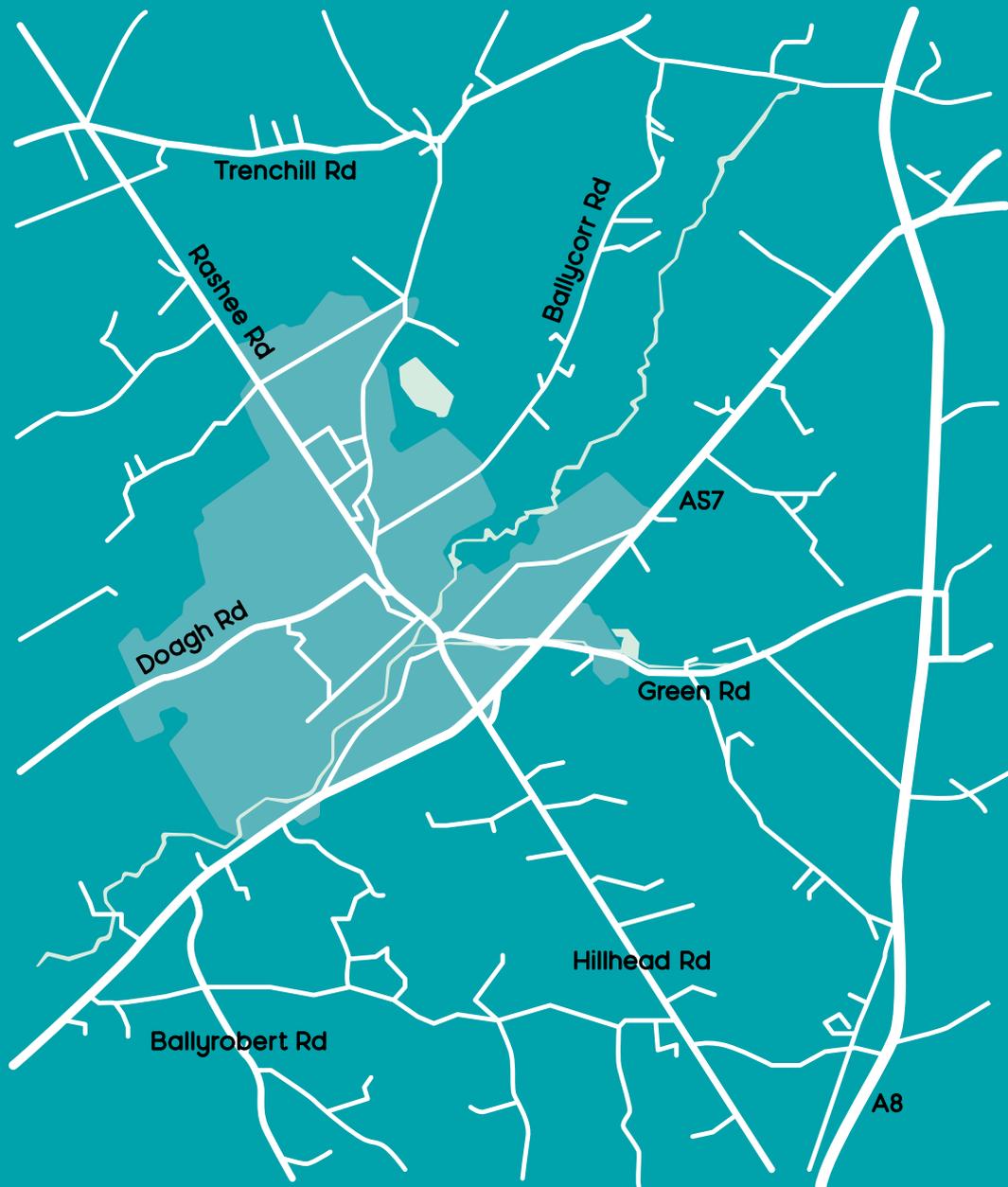
Businesses have told us that they are increasingly busy running their own business and are not always able to invest time in business and skills development. The BID would be a professional central organisation to support all levy paying businesses and could potentially provide:

- A strong co-ordinated voice to lobby Council and other Public Bodies
- Assistance with your business needs and getting you the support you require
- Assistance with grant funding to attract additional resources into the town
- Networking and collaboration opportunities
- Joint Buying power to achieve economies of scale in areas such as recycling, insurance and credit card transaction fees
- Skills development training and mentoring in areas such as Marketing, Finance, HR, Social Media, E-Commerce etc.
- Support to young people and new businesses through initiatives such as Start up loans, Mentoring, Apprenticeships and Test Trading



PROPOSED BALLYCLARE BID AREA

The map shows the area that would potentially contribute and benefit from the projects detailed in this Discussion Document. If you are unsure as to whether you are in the proposed area, please contact the BID Manager.



WHAT HAPPENS NEXT?

Aug 2018

Discussion Document Published

Aug 2018 - Oct 2018

Time to 'Have Your Say!'

Oct 2018

Final Business Plan Circulated

Oct/Nov 2018

BID Ballot Starts

Nov/Dec 2018

BID Ballot Ends

Nov/Dec 2018

Declaration of Result

HOW WILL A BID IN BALLYCLARE BENEFIT MY BUSINESS?

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I AM A RETAILER

- Increased footfall
- More customer activities
- Marketing and promotion of businesses and the town as a whole
- Improved signage encouraging the flow of customers through the town
- Gift Voucher scheme for customers
- Better access and parking for customers
- A more attractive town which feels safe and welcoming
- Access to training
- Working together



I AM A CAFÉ, RESTAURANT OR PUB

- Increased footfall
- More customer activities to support day and night-time economy
- Marketing and promotion of businesses and the town as a whole
- Improved signage encouraging the flow of customers through the town
- Gift Voucher scheme for customers
- Better access and parking for customers
- A more attractive town
- Access to training
- Working together



I AM AN OFFICE BASED BUSINESS OR NON-RETAILER

- A more attractive town to work in
- Reduced costs through collective purchasing of services such as waste collection, insurance, credit card payments
- Better access and parking for staff and clients
- Networking opportunities
- Access to training
- Working together and using each other's services



I AM A BUSINESS BASED IN AN INDUSTRIAL PARK

- Marketing and promotion of businesses and the town as a whole
- Improved signage helping customers and suppliers to find my business
- Reduced costs through collective purchasing
- A more attractive town which feels safe and welcoming
- Access to training
- Working together

WHAT IS A BID?

- A Business Improvement District (BID) is a business-led and business-funded body formed to improve services in a defined geographical area.
- Businesses included in the BID all pay a levy based on the rateable value of the property they occupy. This is collected on an annual basis and is ring-fenced to be spent solely on projects in the BID area. These must be additional to services already provided by the Council.
- The development of a BID is managed by a Task Group of local businesses which represent a range of sectors and sizes of businesses in Ballyclare.
- Businesses included in the BID will vote to decide if they want the BID to go ahead in their area. This is a six week long postal ballot conducted independently. If the businesses vote in favour of a BID the BID levy is binding for all businesses in the BID area.
- If the BID vote is successful, a not-for-profit private company will be set up to manage how your money is spent in line with the projects outlined in the Business Plan. BIDs last for a maximum of 5 years, after which they have to be re-elected by undertaking another ballot, for a further 5-year term.

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In order for a BID to go ahead the following three conditions must be met:

- 1. At least 25% of eligible businesses must vote by number and rateable value. For the Ballyclare BID we are aiming for a turnout of at least 50%**
- 2. Over 50% of businesses that vote must vote "YES"**
- 3. The businesses that vote "YES" must in total have a greater rateable value than the businesses that vote "NO"**

- The Ballyclare BID will be funded by all businesses included in the BID Area.
- Businesses will pay an annual amount for the 5-year duration of the Ballyclare BID.
- The levy will be 2% of the Rateable Value of each property in the BID area or £120 **per year** which ever is higher.
- Your money will be invested year-by-year over the 5-year lifetime of the BID to carry out the projects detailed in the Business Plan.

HOW MUCH WILL I PAY?

To calculate your annual BID Levy based on a 2% charge, simply divide your rateable value (RV) by 100 and multiply by 2. For example:

RV of £12,000:

$$£12,000/100 = £120 > £120 \times 2 = £240 \text{ per annum}$$

Please note a minimum annual levy of £120 will be applied.

You can find your rateable value on the top left corner of the second page of your rates bill or by visiting the L.P.S website www.lpsni.gov.uk

Alternatively, please contact our BID Manager, Heather Carr to find out how much you are likely to pay.



FAQS

Who is on the BID Task Group?

The Ballyclare BID Task Group is open to any business in Ballyclare who wants to join. If you are interested in contributing, then please contact the BID Manager Heather Carr or any member of the Task Group. These are the current members of the Task Group:

- David Reade, Ballyclare Chamber of Trade and Commerce
- Audrey Murray MBE, Blythswood
- Cllr Vera McWilliam, Ballyclare Town Team
- Darryl Watt, Norman Watt & Son Ltd.
- Daniel McKee, Browns Coffee
- Mary Phillips, Danske Bank
- Yvonne Muir, Mad Hatters Emporium
- Christopher Gordon, Gordon Estates
- Alison Dick, The Secret Place
- Jayne Kennedy, George Logan & Sons
- Lorna Mcclenaghan, Ashers Bakery
- Seamus Reid, Reid & Black
- Mary Higgins, Brackenwood Property
- Lauren Gilmour, The Bridal Company NI
- Matthew Neilly, Wild About Flowers

Is this a way for the council to save money?

No. The Ballyclare BID will be an independent, private, not-for-profit company. The BID will be formed for and monitored by the levy-paying businesses and will operate solely to deliver projects they need. BIDs can only carry out services or improvements that are additional to those that are already statutorily provided. The public agencies will also contribute to the BID as they are business rate payers in the BID area, and will therefore be treated as any other levy payer.

Is this just a tax? Isn't this what I pay my business rate for?

No. It is about investing in your business. Rates are a property tax used to fund both local and regional services in Northern Ireland that are collected by Land and Property Services on behalf of the Northern Ireland Executive and the District Councils.

Businesses have no say in how the business rate for non-domestic properties are distributed or spent. The BID funds can only be invested in the BID area in projects that the businesses choose. The Local authority will also pay a BID levy as a property owner in the BID area. You will clearly be able to monitor BID spending and costs through reports and published budgets.

Is this not a bad time to be increasing my business' outgoings?

Actually this is a great time to be investing in Ballyclare and striving to ensure our town can fulfil its potential. We cannot afford to miss out on this investment opportunity. BIDs aim to drive footfall to the town, increase sales and improve the trading environment. In addition, BIDs provide the opportunity for businesses

to work together to find cost savings such as trade waste collection and insurance. We aim to drive costs down as best we can and save you as much money as we cost you.

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.

How much will this cost me?

The levy will be 2% of the Rateable Value of your property or £120 per year, whichever is higher.

Why should I vote?

It is really important that you have your say on the projects presented in the business plan. If Ballyclare Businesses vote Yes, there is an opportunity to create a better resourced and better promoted town which will be maintained and managed with more collaboration and support.

If Ballyclare Businesses vote No, the projects detailed in the business plan will not happen and the opportunity to be a Business Improvement District may not come around again.

How do I get involved?

This is your BID and you choose how the money would be spent. If you've got ideas, suggestions or questions about this document we'd love to hear them. It's easy to do:

- Contact the BID Manager Heather on 07814 721023 for a chat or to arrange a meeting.
- Talk to any member of our Task Group who will be happy to help
- Add your email to our mailing list at www.ballyclarebid.co.uk for regular news and updates.
- Come along to our discussion events which will be announced in the next few weeks
- Join our Task Group.

Contact Details

Heather Carr, BID Manager

 07814 721023

 02893 037110

 heather@ballyclarebid.co.uk

 www.ballyclarebid.co.uk