SUMMARY
2 A message from the BID in Strabane Chairman
3 Introducing the BID in Strabane
4 How have we got to this point?
5 Why we need a BID in Strabane
6 BID FAQ’s
7 The Projects – Marketing & Promotions
8 The Projects – Environment
9 The Projects – Improving access
10 The Projects – Safe & Secure
11 The Projects – Supporting our Businesses
12 How the BID will be delivered
13 Where the BID will operate
14 BID Budget
15 The BID legislation
23 Final Thoughts

INTRODUCING THE STRABANE BID
A Business Improvement District (BID) is where local businesses raise funds to improve their town and trading environment. They work together, identifying priorities, designing and funding solutions to enhance their area and increase trade. BIDs generally have a common set of aims – to increase footfall to an area, increase business performance and improve profits. They provide common sense solutions to an area’s needs and they are fair because the amount each business pays is determined by its size. The BID in Strabane will bring the benefits enjoyed in other towns to your business here in Strabane.

Over the past decade, the popularity of BIDs have grown at a phenomenal rate. There are currently over 200 established BIDs in the UK, recently stretching to Northern Ireland with Ballymena, Belfast City Centre and Newry obtaining successful BID votes in 2015.

BIDs had an extremely strong track record of delivering tangible benefits. The clearest sign of this success is in the renewal rate. A BID can only run for five years before a renewal ballot must be held giving businesses the option of continuing or terminating the BID. 95% of businesses have overwhelmingly voted to continue their BIDs into a second term proving that they really work.

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CHAIRMANS MESSAGE
As Chairman of the BID in Strabane, I am delighted to present our proposed Business Plan. This plan outlines what businesses in the town have prioritised in terms of the projects and initiatives that they would like to see, should they decide to proceed with a Business Improvement District.

As local people and businesses, we are working in a difficult economic climate and will need to find a way to improve our trading environment. Whether you are a retailer serving local customers, a hospitality provider serving the tourism market, an office operator in a multi-corporate setting, supporting the provision of goods and services or a building business promoting our town for business probability, and attract further investment to town. It will also offer a wider opportunity for the businesses to be a lead in creating a positive trading environment, creating a working partnership with public agencies. I am convinced that this Business Plan is representative of all of the businesses looking to a sustainable, long-term investment. It provides an opportunity for collaboration between all Strabane businesses, giving us a collective voice which is able to influence local policy affecting our area and in so doing, funding the town to be the fine and thriving town that it is to become.

I urge you therefore to carefully consider this Business Plan. I fully believe that if an area can secure a ‘Yes’ vote, the BID will provide real and lasting benefits for the Strabane business community. Rushed through, with little consultation and by the business community. It is contrived to a lifetime opportunity for local businesses to come together and invest in improvements for the benefit of Strabane town centre.

VOTE YES TO MAKE IT HAPPEN
Liam Stewart, LGS Building Solutions & Chair of BID in Strabane Task Group

Most businesses will pay less than £117 per year, but put together it will generate nearly £640,000. This guaranteed income will be spent making Strabane town a better place to be in business.
HOW HAVE WE GOT TO THIS POINT?
Throughout the last year, businesses within the proposed BID area were asked to complete a business questionnaire. They were also invited to give additional feedback through the many open business meetings and one-to-one meetings with the BID Officer. The purpose of this was to consult with you, the business community and find out what you like and dislike about Strabane and what aspects you would most like to see improved in the next five years.

Additionally, a Task Group was formed to continue the consultation with the business community and guide the BID in Strabane process to final Business Plan stage.

This Task Group is representative of the proposed BID area both geographically and by business sector.

YOUR TASK GROUP

● Liam Stewart, LGS Building Solutions (Chair)
● Colm Gallagher, Supervalu
● Dairmuid Hutton, O2
● Jeff Barr, River Mourne Guns & Tackle
● John Friel, Visual Edge and Regional Chair for Federation of Small Business
● Kieran Murphy, Murphy’s on the Green
● Lynn Fletcher, The Sandwich Company
● Michael Kelly, MK’s Bar
● Seamus McAdams, i2 Marketing
● Cllr. Brian McMahon, Derry City & Strabane District Council

WHY DO WE NEED A BID IN STRABANE?
Strabane has a lot to be proud of. It has a good mix of shopping, cafes, bars, restaurants and nightlife, as well as excellent cultural and sporting facilities.

Yet we face problems. You say that footfall has dropped in the town and that we are being hit hard with cross border trade due to the fluctuating Euro. Strabane is not unique, all town centres are struggling nationally. In the UK, the average town centre footfall is decreasing by 1.5% year on year. However, this is modest in comparison to Shopping Centres who are seeing a 5.7% decrease in footfall.

You also say that we don’t utilise our tourism attractions to make the town a destination in its own right. With the good transport links to and from neighbouring Counties and the stunning scenic surroundings of the Sperrin’s along with the town’s cultural and leisure offering, it has the potential to attract day trippers and stop overs from those travelling through to other destinations.

We also don’t promote the town as a whole and that there is nothing to encourage the flow of locals and visitors around the different areas of the town. When people do come, we aren’t good at showing them around.

WE MUST ACT NOW TO TURN THIS AROUND – IF WE DO NOT THEN WE CONTINUE TO DECLINE!
This business plan outlines your plan for the next five years. It has been shaped through extensive consultation for addressing the issues and problems identified by local businesses. But it is also based on careful examination of what has worked elsewhere.

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THE SUMMARY BUSINESS PLAN
The findings of the consultation were then put together into a summary business plan, which was published and distributed in January 2016 to all businesses within the proposed BID area. This consultation process was then repeated with questionnaire distributions and business meetings to ensure that businesses engage in the process as possible and that the right priorities are identified before proceeding to a final business plan. Through this involvement process, the BID Team have consistently communicated with businesses via face-to-face meetings, telephone calls, newsletters and written correspondence. As a result of this engagement, the vast majority have had their say and we will act on what they want for their town.

The BID in Strabane Task Group based on what you have told us to date, identified a four pronged plan of action:

1. Promotion: Marketing & Entertainment
2. Welcome: Accessibility & Experience
3. Business: Saving & Support
4. Innovation: Creative Spirit

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A BID in Strabane will be a turning point for the town; increasing footfall and strengthening your businesses. The town has only one opportunity to make the best first impression possible – the BID is your vehicle to make change happen.
WHAT WE WANT TO ACHIEVE

The BID in Strabane will focus your investment to tackle the issues that will harm Strabane around. We will set out to deliver a range of projects and services which will boost the local economy through increasing the footfall of shoppers and visitors, benefit all business levy payers and improve the physical environment for all those who live, work and live in the town.

OUR OBJECTIVES

HOW WE WILL ACHIEVE IT

To make the best first impression possible to visitors and shoppers to the town by helping provide a more attractive environment

To co-ordinate a managed programme of events and festivals throughout the year, including supporting existing events and creating a new unique event for the town

To maximise our location and assets to attract more shoppers and visitors to explore and shop in Strabane around. We will aim to deliver a range of projects and services which will provide a more attractive environment

WHAT YOU TOLD US

OUR STRENGTHS

No weaknesses

- Businesses recognise that one of Strabane’s main strengths is its location. Situated at the very heart of the Province and the gateway to Donegal, Strabane is easily accessible to numerous visitors as well as being an ideal outlet for the pulling power of towns such as Derry and Enniskillen.

- Businesses see the BID as an opportunity to improve Strabane’s physical environment and improve footfall.

- Businesses recognise the need for supporting local events and festivals.

- Businesses look for a reduction in levels of anti-social behaviour.

- Businesses have identified the need for a professional, coordinated marketing and promotional campaign designed to bring people to Strabane.

- Businesses have been very clear that they want to spend in our town

- Businesses have identified the need for potentially greater signage

WHY SHOULD I VOTE YES

A “YES” vote is a sum of £640,000 investment over the next five years. It will be spent on improving Strabane’s town centre, environments and services that you have chosen. You will see an improved, coordinated marketing and promotional campaign designed to attract local people back in to the heart of our town centre. You will notice the town will have a reduction in the levels of anti-social behaviour. You will see an improved, targeted marketing campaign to support your businesses in Strabane.

WHO ELSE IS DOING THIS?

IS THE BID PART OF DERRY CITY & STRABANE DISTRICT COUNCIL?

No – the BID in Strabane will not be a managed programme or expenditure on direct delivery. It will be operating solely to deliver the projects paid for and chosen by you. The funds collected through the BID levy will be kept in a separate BID bank account and all the income from the levy will be spent on projects and services that you have chosen. The income from the levy and from any additional funding will only be used to fund the services you have chosen.

ISN’T THIS A BAD TIME TO BE DEVELOPING A BID?

 Actually, in more places now than ever before, businesses and individuals are realising the value of business improvement district schemes. In the UK, there are over 200 BIDs in operation, including 105 in England, 24 in Wales, 27 in Scotland and 14 in Northern Ireland. Business Improvement Districts are an established and well-respected way of improving our town centres.

WHO ELSE IS DOING THIS?

Our area is a leader in the drive to improve our town centres. We are one of the first regions to develop BIDs in Northern Ireland.

WHAT BUSINESS ARE INCLUDED?

All businesses and organisations within the town centre, with the exception of Churches, Schools and Charities are included in the BID. Charities are included in the BID.

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HOW MUCH WILL IT RAISE?

Through a levy of just 1.5% on the rateable value of every eligible business, the BID will raise nearly £650,000 each year. The BID has been designed to build on the success of the Strabane Business Improvement District, which from its inception in April 2015, has raised nearly £100,000 each year. The BID will continue to build on the success of the Strabane Business Improvement District, which from its inception in April 2015, has raised nearly £100,000 each year. The BID will continue to build on the success of the Strabane Business Improvement District, which from its inception in April 2015, has raised nearly £100,000 each year.

BUSINESS RATES FOR?

Business Rates are a property tax used to fund local and regional services in Northern Ireland. They are collected by Land and Property Services, an independent company set up to run the BID. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent not-for-profit company operating solely to deliver the projects paid for and chosen by you. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent not-for-profit company operating solely to deliver the projects paid for and chosen by you. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent not-for-profit company operating solely to deliver the projects paid for and chosen by you. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent not-for-profit company operating solely to deliver the projects paid for and chosen by you. The funds collected through the BID levy will be kept in a separate BID bank account, held by an independent not-for-profit company operating solely to deliver the projects paid for and chosen by you.

ISN’T THIS WHAT I PAY MY BUSINESS RATES FOR?

Actually, businesses do have little say in how their rates are distributed or spent. The BID Task Group has negotiated baseline agreements with the local Council and other public service providers such as PSNI, Transport NI, and the Department of Social Development (DSD) giving you clarity on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anything on what is currently being provided and therefore ensuring that the BID levy will not pay for anyc...
1

WITH YOUR YES VOTE we can work to increase marketing efforts and put Strabane on the map

A BID IN STRABANE WILL:

Increase local loyalty and footfall by:

- Creating an entertaining programme of regular events for both the daytime and night-time economy
- Incentivising and rewarding local shopping to help people of Strabane to "fall back in love" with their town
- Increase investment more widely by
  - Proactively marketing Strabane to visitors and potential investors
  - Work with key organisations such as Tourism NI, the Arts Council and DSD to strengthen the tourism, heritage and sporting offer in the town.

EXAMPLE BALLYMENA

One of Ballymena BID’s first projects was a Christmas ad campaign. The BID commissioned a local videographer to make a short film telling the story of a teddy bear searching for the child he was made for. He calls at shops and restaurants across the town in a bid to find his eventually tracking down the little girl just in time to see the Christmas tree lights switch on. The £5,000 four-minute advert has been viewed over 80,000 times in over 40 countries and even featured in the regional news.

The marketing campaign was added to with a billboard and social media campaign which resulted in a 37% increase in footfall over the festive season than the previous year.

PROMOTION THEME: MARKETING & EVENTS

ALLOCATED SPEND £202,500

OVER THE FIVE YEARS OF THE BID

Marketing, promotions and events is the top priority with the Strabane businesses. You want to raise awareness of the town and wider area as a place to visit for cultural and sporting activities. Of course many of the extra people brought to Strabane by the BID will visit the town centre when they are here, meaning more customers for you.

You can make it happen by voting "YES"
WELCOME THEME: ACCESS & EXPERIENCE
ALLOCATED SPEND £180,000 OVER THE FIVE YEARS OF THE BID

IF WE CAN GET ACCESS AND PARKING RIGHT WE’RE HALFWAY THERE

There are a large number of both shoppers and tourists passing through Strabane every day and we need to encourage them to stop. The BID will work with relevant authorities to ensure that any changes to access and parking in Strabane will encourage visitors to stop and look around. A BID in Strabane will:  

- Improve accessibility to the town, by:  
  - Developing the parking offer and incentives for shoppers to visit the town  
  - Developing initiatives to encourage passing visitors/tourists to stop off in Strabane to eat, shop or enjoy our cultural offering  
  - Improving access and links from the Bus Depot, Retail Park and town centre area  
- Improve the experience when people get here, by:  
  - Improving the visitor experience and increasing footfall  
  - Reducing the number of empty shops  
  - Working with local statutory agencies to enhance town centre safety and tackle issues by encouraging a joint up approach  
- Improve town centre safety from daytime through to night time economy.

GOING TO TOWN with your YES VOTE

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  - Reducing the number of empty shops
  - Working with local statutory agencies to enhance town centre safety and tackle issues by encouraging a joint up approach

- Improve town centre safety from daytime through to night time economy.

FIRST IMPRESSIONS COUNT

With your YES VOTE we can encourage repeat visits and increase dwell time by making sure our visitors, shoppers and workers have a great experience.

A BID in Strabane will work with local statutory agencies to improve the overall appearance of the town. In addition to the statutory street cleaning provision provided by the local Council, the BID will provide an annual tidy day which will include power washing pavements and clearing gum. The BID will also work in conjunction with statutory agencies on the enhancement of the town through decorative lighting, street furniture, planting or the implementation of green spaces.

You can make it happen by voting “YES”
BUSINESS THEME: REDUCING COSTS & SUPPORT
ALLOCATED SPEND £22,500
OVER THE FIVE YEARS OF THE BID

REALISE POTENTIAL OF COLLECTIVE ACTION!

WITH YOUR YES VOTE we can invest together to make business savings and lobby to get the voice of businesses heard.

A BID in Strabane will:
- Investigate opportunities to save you money
- Provide advice and networking
- Lobby with a collective voice
- Attract additional funding into Strabane

WE ALL KNOW THAT BULK PURCHASING CAN REDUCE COSTS

From our discussions you told us that you are faced with spiralling overheads and need the BID to help save you money. The BID in Strabane will negotiate better deals for your business. Buying services or products as a group will give you bulk discounts and help you save money - whether it's office supplies, advertising, telephone services, legal advice and accounting fees, etc.

The BID in Strabane will also organise training on business issues such as customer service, social media, procurement, etc. We will also work with trade organisations such as the Chamber of Commerce, the Federation of Small Businesses and Hospitality Ulster to deliver events and initiatives that support local businesses.

AN EXTRA MEMBER OF STAFF WORKING SPECIFICALLY FOR YOU

Derry City & Strabane District Council is backing the BID and funding a BID Manager post - we'll appoint not just one but two officers to deliver on the plans. Under the direction of the BID Board, this person will be asking voters for the businesses of Strabane - delivering a range of projects and helping the town on your business issues. The BID manager will also provide a direct link to the businesses of Strabane. We will work closely with the Chamber of Commerce and other organisations in the town to support local businesses.

UNITED AS ONE

You told us that you want to have a bigger influence locally. When businesses speak with a collective voice they are more likely to be heard. The BID in Strabane will ensure that the businesses of Strabane have an even stronger collective voice on issues important to you and represented at the highest level before all relevant agencies. We will also work to build strong supportive network between the businesses of Strabane as well as building links with the strong community sector that Strabane is renowned for.

WE NEED TO MAKE MORE OF FUNDING OPPORTUNITIES.

A BID in Strabane will identify and link to attract additional funding from a range of different sources and make sure your contribution goes even further. We will also work in conjunction with other agencies to support and attract new businesses and organisations to the town.

You can make it happen by voting “YES”
You can make it happen by voting “YES”!

INNOVATION THEME: CREATIVE SPIRIT
ALLOCATED SPEND £22,500
OVER THE FIVE YEARS OF THE BID

RELEASE YOUR CREATIVE SPIRIT!
WITH YOUR YES VOTE we can capitalise
on any opportunities that arise over the
next five years.

The BID in Strabane Board of Directors will be responsible for the
oversight of the projects and services contained in this Business Plan.
They have however realised that circumstances may change over
the five year term of the BID. For this reason, the BID in Strabane
Business Plan has built in an Innovation Fund. This fund will enable
the BID to make adaptations to the projects delivered, should new
opportunities arise in economic circumstances where the fund can
be used to meet new opportunities. Any funds not used in the
five year term of the BID will return to the levy payers.

MAKE THE HEADLINES FOR ALL THE RIGHT REASONS.

INNOVATION THEME: CREATIVE SPIRIT
ALLOCATED SPEND £22,500
OVER THE FIVE YEARS OF THE BID

You can make it happen by voting “YES”!

HOW THE BID WILL BE DELIVERED

If the ballot is successful this BID in Strabane will be delivered by an independent not-for-profit
compagny. The BID in Strabane Company will not be allowed to make a profit. Your money and
the additional income this helps leverage throughout the lifetime of the BID will be invested
in projects that will make a positive difference to trading in Strabane. The BID will be
run by and for the local businesses and an independent not-for-profit company will be
set up to deliver the services. The Board of Directors of the BID in Strabane will be
responsible for the delivery of the projects and services and will be
formed in consultation with the business community.

AN EXAMPLE OF THE BOARD COMPOSITION IS AS FOLLOWS:

Number of Representatives from each sector:

3 Independent Retail
2 Food & Drink
2 Office/Commercial
1 National Retail
1 Night-Time Economy
1 Public Sector
1 Financial Sector
1 Other
THE FOLLOWING STREETS ARE INCLUDED IN THE BID IN STRABANE ARE, EITHER WHOLE OF IN PART

- Abercorn Square
- Barrack Street
- Bowling Green
- Brody Way
- Bridge Road
- Bridge Street
- Butcher Street
- Castle Place
- Castle Street
- Church Street
- Derry Road
- Dock Street
- Eden Terrace
- John Wesley Street
- Lifford Road
- Market Centre
- Market Street
- Newtown Place
- Park Road
- Patrick Street
- Railway Street
- Shkolnik Way
- Shquila Street
- St. Patrick’s Street
- Strabane Street
- Temple Street
- Templegate
- Union Street
- Wilson Road
- Whistle Stop
- Whistle Stop Lane
- Water Lane

If you’re not on the map, do you want to be? Do you want to reap the benefits of the BID? You can still become a voluntary member; please contact us for further information.
The BID in Strabane will also run a voluntary membership scheme for businesses located outside the BID area. This will enable them to invest and share in the benefits for the BID.

The BID in Strabane can also seek additional income, grants and project match funding to deliver further value for money. Experience from other BIDs suggest that on average a BID can lever in additional resources of around 20%. In addition, the BID potentially has the power to run commercial services or other income generating activities.

**BID COMPANY INCOME**

OVER 5 YEARS = £640,000

These figures do not reflect any additional income/funding which the BID will rigorously seek to source from other funding bodies.

In addition to the financial contribution towards BID manager salary, Derry City & Strabane District Council will also facilitate the billing and collection of the BID levy, as well as its own annual contribution as a BID levy payer.

**BID COMPANY INCOME OVER 5 YEARS = £640,000**

**BID BUDGET EXPENDITURE**

**Expenditure**

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<td><strong>Total Expenditure</strong></td>
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</tbody>
</table>

**Derry City and Strabane District Council strongly support the BID concept and has agreed to fund a full-time BID Manager whose sole responsibility will be to ensure the projects detailed in this business plan are delivered effectively on time and to budget. As well as ensuring that your money is wisely spent, the BID manager will be there to represent your interests.**

**WHERE THE BID WILL OPERATE AND WHAT WILL IT COST?**

If your business is located within the boundary, then you are included in the BID. All eligible businesses in these areas will contribute if the BID is approved. Religious organisations, schools and non-retail charities are exempt from paying the BID levy. If you are unsure whether your business falls within the boundary or want to know how much you will pay, please contact us.

**BID BUDGET**

The 1.5% BID levy will be levied from April 2022 and will be reviewed annually. This unique approach will provide additional services beyond the capacity of any single business. In return for your investment your business will benefit from additional projects and services.

**BID BUDGET INCOME**

| Income from BID Levy | £55,000 | £55,000 | £55,000 | £55,000 | £55,000 | £275,000 |
| Derry City & Strabane District Council | £33,000 | £33,000 | £33,000 | £33,000 | £33,000 | £165,000 |
| **Total Income** | £88,000 | £88,000 | £88,000 | £88,000 | £88,000 | £440,000 |

**Politics**

Derry City and Strabane District Council fully supports the BID in Strabane plan which aims to promote Strabane as a key place for businesses to grow and prosper. This is a hugely exciting opportunity for Strabane and I am confident that local traders will see the benefits of signing up to BID that will secure a better economic future for the town.

Mayor of Derry City and Strabane District Council, Cllr. Elisha McCallion
THE BID RULES EXPLAINED

The BID legislation approved by the NI Assembly in 2014, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected and how the levy is to be used.

THE BID CREATION AND BALLOT PROCESS

The Bill only creates a statutory power to be exercised by Electoral Reform Services on behalf of Derry City & Strabane District Councils Returning Officer.

- All eligible voters (i.e. those persons liable to pay non-domestic rates) will have one vote per premises.
- Where the property is vacant then the property owner will receive the ballot paper as the eligible person.
- None of the costs incurred through the development of the BID and before the formal ballot will be paid for by the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The BID levy is payable by all non-domestic properties within the BID area that are listed on the Local Non-Domestic Rating List for the year 2016 as received by the BID in Strabane on 15th February 2016 from Land and Property Services NI.
- Levy payments will be made by those liable to pay non-domestic rates. And will be made by the occupier (as the eligible person), with the exception of vacant premises where the property owner will be liable for the levy payment.
- The levy rates of the BID levy for the full term of the BID (five years) and will not be subject to inflation or alterations.
- 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 on a daily basis.
- 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 business 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 levy is not linked to what businesses actually pay in rates but is based on the rateable value of the property.

The following table shows the average cost which your business would have to pay and would be based on the rateable value of your property on the ballot date.

<table>
<thead>
<tr>
<th>Rateable Value</th>
<th>Maximum Annual Levy</th>
<th>Maximum Daily Equivalent</th>
</tr>
</thead>
<tbody>
<tr>
<td>RV £25,000</td>
<td>£375 BID Levy</td>
<td>£1.03 per day</td>
</tr>
<tr>
<td>RV £15,000</td>
<td>£225 BID Levy</td>
<td>62p per day</td>
</tr>
<tr>
<td>RV £10,000</td>
<td>£150 BID Levy</td>
<td>41p per day</td>
</tr>
<tr>
<td>RV £5,000</td>
<td>£75 BID Levy</td>
<td>20p per day</td>
</tr>
</tbody>
</table>

Note: Properties under a RV of £2,000 will be pay a levy of £30 per annum.

BID OPERATIONS AND MANAGEMENT

- 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 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 meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and will be invited to vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff will be appointed, will be based in the BID area and will work closely with 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 fourteen businesses wish the BID to continue.
Every business in Strabane Town Centre has had the opportunity to contribute to the development of this Business Plan. Many have done so. You have told us your priorities, you have chosen this plan.

ALL YOU NEED TO DO NOW IS VOTE...

The BID in Strabane offers a unique opportunity for you to shape and define the future of Strabane. The BID in Strabane puts you in control.

BIDs have proven their worth across the UK. They are recognised as the best way to “save the high street”.

The decision you make now will have a lasting impact on Strabane for years to come.

Voting “YES” will put businesses – you – in control in a way that has never been available before.

Voting “YES” will see nearly £640,000 invested to improve trade in your area – in the way you have chosen.

Voting “YES” will secure your business and the future success of the town.

DATEs FOR YOUR DIARY

10 MARCH
YOUR BALLOT PAPER WILL BE ISSUED

21 APRIL
FINAL DAY TO CAST YOUR VOTE

22 APRIL
DECLARATION OF BALLOT
If you require further information about the BID in Strabane please contact
Catherine Collins BID Officer | Tel 02871 253 253 ext 4265 | Email: info@bidinstrabane.com | Website: www.bidinstrabane.com

BID in Strabane is one of six BID locations supported by Derry City & Strabane District Council and the NI BIDs Academy which was funded by the Department for Social Development