

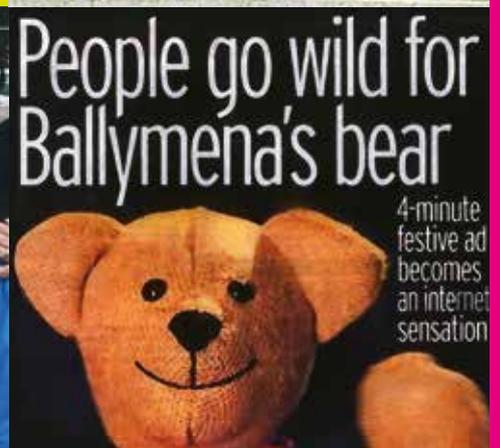
Ballymena BID 2



BUSINESS PLAN

BID TERM

1st April 2021 – 31st March 2026



Ballymena
Means Business



Ballymena BID Business Plan 2021 – 2026

CONTENTS

Introduction	Page 3
What is a BID?	Page 4
Covid 19 Support	Page 5
Ballymena BID Delivers	Page 6 & 7
Listening to You	Page 8
So What Will BID 2 Deliver?	Page 9
The BID Area	Page 12
The Levy	Page 12
Budget Forecast	Page 13
BID Governance & Management	Page 14
FAQs	Page 15
BID Rules & Ballot	Page 16
Measuring Results	Page 17
What Happens Next?	Page 17
Testimonials	Page 18
Get in Touch	Page 20



INTRODUCTION

2020 has, without doubt, been one of the most challenging years I have ever encountered in 35 years trading in my hometown of Ballymena....and it's far from over yet. I'm sure that many of you are feeling the same. "Unprecedented" quickly became one of the cliché words of 2020....but there really is no better term to describe what we have all endured since the onset of the Covid 19 pandemic in March 2020.

It would be remiss of me not to acknowledge the sterling service that continues to be provided by our NHS staff, front line workers and essential service providers during such difficult times. Thank you. As we tread carefully into 2021, the vaccination programme is well underway. Hopefully we can all look forward to a new beginning in sight.

The true cost of the Covid 19 pandemic, both socially and economically, will be immeasurable. As a BID Board we are keen to continue to push forward, plan for the future and build upon the firm foundations which have already been laid. We must ensure that Ballymena recovers from a series of enforced, temporary closures and restricted trading in order to remain a destination of choice for shoppers and visitors alike going forward. We can only achieve this with your ongoing support and commitment to Ballymena BID.

There are now over 300 successful Business Improvement Districts throughout the UK. The BID concept is an established and proven business model. There has never been more need for a mechanism such as BID. It provides the opportunity to bring all of the businesses within our town together to facilitate a consensus of ideas, create a well-informed business plan and implement that same plan alongside a variety of stakeholders.... including our colleagues at MEABCouncil. We simply cannot afford to lose our BID. We will continue to work alongside Ballymena Retailers Against Crime (BRAC) and PSNI to ensure that Ballymena remains a clean, safe, attractive and welcoming location. We will continue to support businesses with business related training and business networking opportunities as required.



This business plan belongs to all of us. It's based on the feedback we have received and we thank all of you that have taken part in that process. Whilst our plans to go to ballot were postponed due to Covid-19, we believe that the Pandemic has served to reinforce the value of the BID to support members... both in prosperous and difficult times. We know that trading remains really tough for many businesses, but feel those challenges demonstrate exactly why we have greater opportunities by working together.

We were immensely proud that Ballymena led the way by becoming the first BID in Northern Ireland. We want you to support us in order to renew the ballot and be able to continue our good work whilst learning lessons from our first term. Please support us in our collective endeavour to continue to make Ballymena an even better place to do business and we will have over £1m to invest in the BID area.

I'm a huge supporter of the BID model... including the principle of everyone working together for the greater good of the local economy. There will continue to be challenges ahead. However, I would urge all of you, as local business owners, to VOTE YES in favour of Ballymena BID 2 as we enter a new era in 2021. Together everyone achieves more. The success of the re-ballot in respect of Ballymena BID is more important than ever at this challenging time. I genuinely can't see any better alternative than the BID model.

Voting papers will be with you in due course. It is important that you show your support for Ballymena BID 2 by voting YES!

Thank you.

Chairman, Stephen Reynolds
on behalf of the Ballymena BID Board



WHAT IS A BID?

A BID is a formal arrangement where the businesses in an area come together to fund, manage and implement an agreed programme of actions designed to improve the trading environment of the area to the benefit of all the businesses within it. The actions are set out in a business plan that is voted on by all eligible businesses in the BID area and are in addition to those services already provided by the local Council. If the

majority vote YES then a BID comes into being and everybody pays a small levy to assist with the implementation of the BID Business Plan. A BID can last for a maximum of five years before it is required to go for a renewal ballot in order for it to continue.

For a successful YES vote, over 50% of businesses that vote must vote in favour of the Ballymena BID Renewal Business Plan. The businesses voting

YES must also represent a greater total rateable value than those that vote NO. Turnout needs to be a minimum of 25% by number and by rateable value.

There are currently over 300 BIDs in operation across the UK supporting our towns and cities, with 8 operating in Northern Ireland. It's a tried and tested business model. Ballymena BID was the first BID in Northern Ireland and has led the way in many aspects.



What Happens if it is a "NO" Vote?

If you do not vote "YES" then Ballymena BID will simply cease to exist on 31 March 2021. All of the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

Key work that will be lost includes...

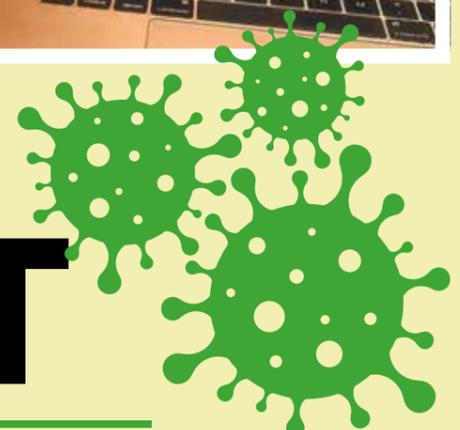
- Over £1m of professional marketing & promotion.
- Car parking and wayfinding initiatives.
- Reduction in safety and security initiatives.
- Additional spending

on cleansing and enhancement of Ballymena town centre will disappear.

• Business support activities, including training and networking opportunities will cease.

“ There is NO replacement body that will deliver these services. THERE IS NO "PLAN B." ”

COVID 19 SUPPORT



The Ballymena BID has been instrumental in co-ordinating support for businesses during the COVID crisis and will continue to do so. Activities have included

- Regular email updates on grants and news relevant to Ballymena businesses.
- Regular meetings with MEABC to allow us to share updates with businesses.
- Radio, social media and billboard campaign to promote "Shop Safe, Shop Local, Shop Ballymena."
- Support for business owners and store managers who needed a sounding board about decision making, safety, staff

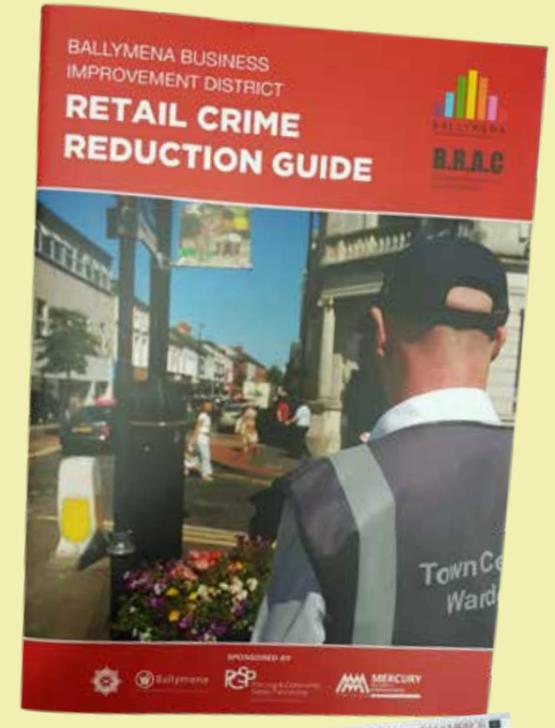
concerns, etc. during phased reopening of our town centre... and following the Covid-19 lockdown.

- Social media updates promoting local businesses as they reopened in Ballymena.
- Launch of a new website in October 2020 to further support businesses.
- Launch of Shop to Win Ballymena campaign, to increase spend, steady footfall and give back to businesses within the BID area by purchasing £20,000 worth of Gift Cards. This campaign has also strengthened our consumer database by 4,000+ local people that we can reach out to with

future positive Ballymena news and campaigns.

- Shop local "influencer" campaign encouraging Ballymena to support local retail and find their Amazon shopping basket in Ballymena town.
- Leveraging grants from DFC & MEABC in order that the BID could extend and continue to support Ballymena businesses during the Pandemic.
- Ballymena BID is also part of the Town Centre Recovery Sub Group & Town Centre Revitalise Sub Group led by MEABC to lobby for Ballymena Town Centre to aid recovery and revitalisation of our town following the Covid crisis.





BALLYMENA BID DELIVERS

Ballymena BID has operated in a very tough economic climate during its first 5 years. According to the Office for National Statistics, the Northern Ireland economy reduced by 5% and the Mid & East Antrim area economic output reduced by 10%. This was compounded by major job losses in the area, together with the ongoing challenges facing national retailers and the economic impact of the Covid 19 Pandemic during most of the last year.

However, what the above has demonstrated is the benefit of everyone working together, adapting and changing. Ballymena led the way in becoming the first BID.

Below we look back at some key achievements during our first term.

1) Marketing, Promotion and Events

- The 'Ballymena Bear' marketing campaign was a huge success in conveying the message that 'Ballymena means Christmas' with an effective series of Christmas videos which were specifically designed for social media and were picked up by local television news stations and local and national press.
- The BID liaised with Mid and East Antrim Borough Council (MEABC) to see the **All Ireland Pipe Band Championships** hosted in Ballymena. More than 10,000 visitors made up of pipers, drummers, highland dancers, drum majors and their families and supporters descended on Ballymena for a day in the summer of 2019.
- Our collaboration with MEABC in Oct 2019 saw the **Annual Fireworks Display** relocate to a new location, closer to the

town centre, at the People's Park.

- The **Discount Day** has been an annual event and now includes all of Ballymena. Additionally, there have been other events and campaigns including Midtown Sounds, Christmas Campaigns and competitions, Spring Bank Holiday Events and Summer Sounds @The HUB which have all added to the customer experience. Over the last 5 years our schedule of events has attracted over 50,000 more people into Ballymena town centre.
- The BID also created the **"Ballymena Means"** brand aimed at the consumer. This has worked well across all social media platforms which are now well established and working efficiently for the town's traders.... showcasing offers, promotions, updates and events.

- The **ballymenameans.com** website continues to be popular and provides regular news, updates and events information. The BID now has over 8,500 followers across Social Media including Facebook, Instagram and Twitter accounts.

2) Accessibility

- Access to Ballymena was improved through the Car Parking initiative. Working closely with the MEABC, the BID has helped deliver initiatives such as 5 hours parking for £1.

3) Supporting the Town Businesses

- The BID has helped you save money and delivered a return on your investment through access to the Bank of Ireland Smart Card and renewable energy saving schemes.
- Free Business Breakfasts were delivered, in conjunction with the Chamber of Commerce, providing levy payers with information, training and networking opportunities. These included skills training programmes in customer service, World Host training and bespoke business mentoring opportunities.

4) Safety and Security

In partnership with BRAC the following have been provided:

- Personnel on the ground including **"meeters and greeters"**, Wardens and an additional Police presence has helped to

make the town centre safer and more welcoming.

- The Radio Link Scheme has helped keep businesses connected thereby helping to reduce business crime.
- 4000 cigarette disposal pouches were distributed via retailers.
- A Crime Reduction guide was compiled, printed and distributed to all businesses.
- 250 personal alarms were distributed to retail staff.
- 250 UV light, counterfeit note detectors distributed to retailers.

5) Improving the Physical Environment

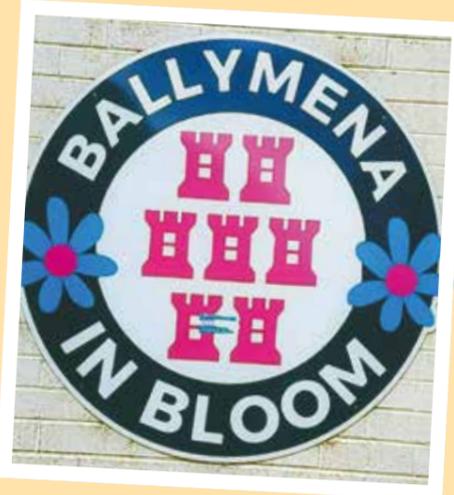
During the first five year term of Ballymena BID we have improved the physical environment by providing;

- 24 poster frames which have been introduced at various locations in the town centre.
- A street orderly trolley was introduced for improved day to day street cleaning.
- A Vanguard street cleaner purchased for additional deeper cleansing.
- Over 75 seasonal lighting wraps purchased and installed throughout the town centre.
- 16 planters purchased for use throughout the town centre.
- 3 large Bear planters purchased to enhance the town centre.
- Hoardings erected to camouflage blank sites and derelict properties



1% of 100 people's efforts is greater than 100% of one person's efforts!





LISTENING TO YOU

We have considered carefully all of your comments, suggestions and feedback going forward for a second term. In addition to our usual newsletters and regular contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

- **February 2020** – Achievements Newsletter & Renewal Survey sent to all businesses.
- **Early March 2020** – Face to face consultation with businesses.
- **Late March 2020** - UK hit by COVID 19 pandemic and subsequently goes into lockdown. Ballymena BID delivers

support and recovery work in relation to COVID. The BID renewal process is subsequently delayed.

- **June/July** – BID staff on the ground working closely with MEABC staff to welcome traders and shoppers alike back in to Ballymena town centre following prolonged lockdown for many. £24,000 additional funding secured by Ballymena BID from Dept. for Communities (DFC) to assist with Ballymena’s Economic Recovery Plan.
- **August 2020** - Renewal Newsletter sent to all businesses.
- **September 2020** – Three draft business plan workshops held.
- **October 2020**-Further face to face

consultation with local businesses.

- **November – December 2020**- “Shop to Win” Ballymena.... our £20,000 Giveaway Campaign.
- **April 2020 – January 2021** - Ongoing discussions with the Board. The BID Board is made up of Directors from BID levy-paying businesses and the public agencies.
- **January – February 2021**-Full Business Plan produced and distributed

Primarily, you have told us to concentrate most of the BIDS’s resources on the marketing and promotion of the town and your respective businesses. We will do this by investing 75% of the budget in this area over the next five years. The events programme is likely to be reduced in line with ongoing Covid-19 restrictions. However, as restrictions ease, marketing and event planning will recommence stronger than ever. We will retain and build upon our Annual Discount Day which continues to successfully deliver strong footfall into the town. The marketing function will be professionalised and we will ensure the team have the skills set that is needed to deliver a marketing plan with clear objectives and constructive evaluation to ensure that we are delivering real value.



SO WHAT WILL BID 2 DELIVER?

MARKETING & PROMOTION

75%

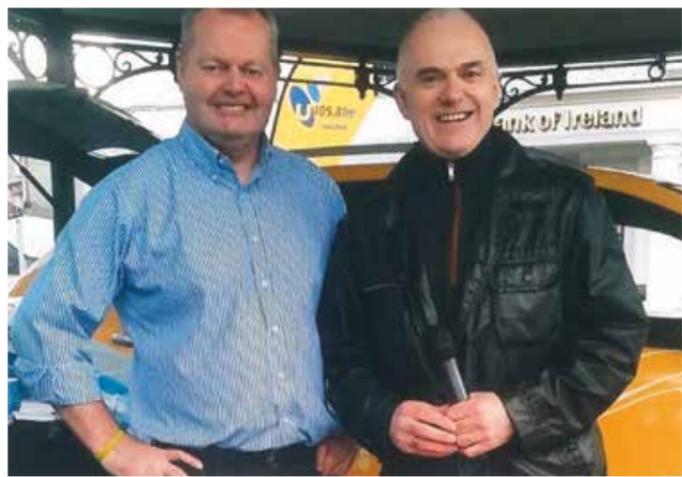
SAFE, CLEAN & WELCOMING

15%

BUSINESS SUPPORT

10%





MARKETING & PROMOTION

Your feedback had indicated that you want BID to concentrate most of the BIDS' resources on the Marketing and Promotion of the town and your businesses. We will do this by investing 75% of the budget in this project over the next five years. And of course, we look forward to the return of Ballymena's Annual Discount Day in 2021 alongside many other campaigns and events to promote our town.

The marketing function will be professionalised and we will ensure the team have the skills set that is needed to deliver a marketing plan with clear objectives and constructive evaluation to ensure that we are delivering real value.

We will develop a strong and more comprehensive digital offering.

- There will be a further upgrade to the new website to include a comprehensive and categorised Business Directory including direct links to individual businesses. There will be a strong focus on Search Engine Optimisation to ensure that we are as effective as we can possibly be with the opportunity for sign-ups and email marketing.
- **Social Media**, particularly Facebook and Instagram, have shown the strongest growth and engagement over the last couple of years. It will be expanded and used alongside any other relevant platform to promote Ballymena as the 'go to' destination to shop and spend leisure time. We will also promote individual businesses, their offering, events and news stories. Levy payers will be able to advertise via all social media platforms free of charge.

- We will utilise **Influencer Marketing** by partnering with local agents to aid campaigns and promote the town as a whole. By working with partners we will be able to create engaging content which will appeal to a local following.
- Where appropriate, and cost effective, we will use strategic **outdoor advertising** including adshells and billboards to capture a wider audience and promote Ballymena....including events like our annual Discount Day.
- Our **PR** work will be enhanced by working with local press, television and radio stations to promote all that we do.
- **Discount Day** will continue with a focus on increasing footfall and improving dwell time....thereby increasing spend per visit.

All of our marketing will be measured using the online resources available to us and we will report the results back to you on a regular basis. Examples of the online tools that we will use to monitor and measure success will include; social media insights, Google analytics, listener and viewer numbers provided by media outlets and customer and business feedback. We will also continue to monitor footfall figures and introduce a spend analysis measure.



“ It's not what happens to our local economy... it's how we respond to what happens!

SAFE & WELCOMING

Your feedback indicates that there are aspects of our work, in making Ballymena a safe and welcoming place to be, that you wish to see us continue.

- By working with the local Police Service of Northern Ireland, and individual businesses, we will promote safety and reduce crime. This will be detailed in a Crime Strategy that will be developed with relevant partners.
- Work towards a cleaner environment for shoppers and workers to enjoy. This will be achieved through enhanced litter and waste management by working with partners and continuing to use the Vanguard street cleaning machine that was purchased during the first term of the BID.
- There are areas in the town centre where lighting could be used more effectively to create ambience or to enhance security. We will develop a plan and install lighting as appropriate.



BUSINESS SUPPORT

Business Support still remains an important function of the BID. We will support you, the businesses, by lobbying for the changes you request, investment and support. This will be achieved through maintaining strong



and effective relationships with partners, including Mid and East Antrim Borough Council, central government bodies, the Chamber of Commerce, PSNI and Translink. Communication is key and we will ensure you receive business information, updates, news and support in a frequent, focused and effective manner. Our key objectives are:

- To act as a powerful voice for business on operational matters.
- Leverage any additional funding related to COVID 19 recovery.
- Influence strategy and policies in relation to the changing nature of Ballymena town centre.





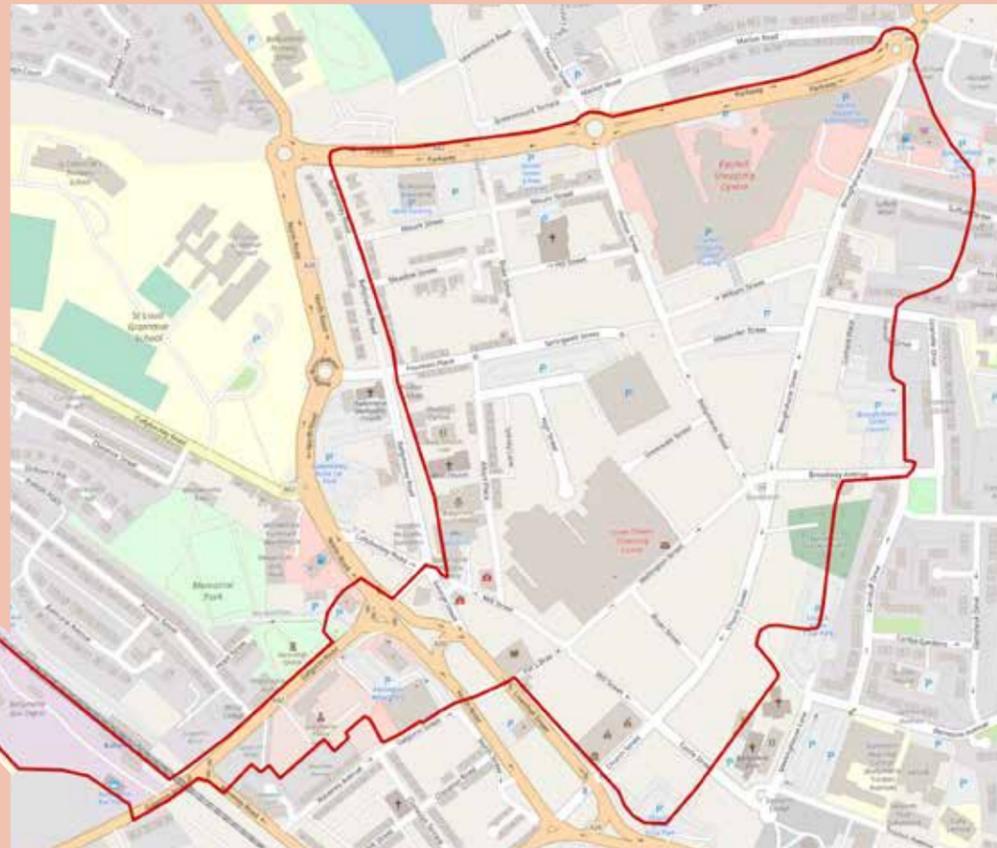
THE BID AREA

The Bid area will be stronger, with direct links to our transportation network, which will help to improve our destination marketing.

The map shows the proposed Ballymena BID area.

Streets included within the BID area:

- Alexander Street
- Ballymoney Street
- Bridge Street
- Broadway Avenue
- Broughshane Street
- Bryan Street
- Castle Street (part of)
- Church Street
- Church Street Arcade
- Duke Street
- Fairhill Lane
- Fountain Place
- Galgorm Road
- Galgorm Street
- Garfield Place
- George Street
- Greenvale Street
- High Street
- Hill Street
- John Street
- Linenhall Street
- Mill Street
- Mount Street
- Parkway
- Pats Brae
- Pentagon Retail Park
- Springwell Street
- Suffolk Street
- Thomas Street
- Wellington Court
- Wellington Street



THE BID LEVY

Ballymena BID will be financed through a 1.75% annual levy based on the rateable value of your business. The levy will apply to all business rates payers with a rateable value of £5,000 or more.

Over the five-year term, it will therefore result in an investment of over £1M into business in Ballymena. The levy is an investment. In return for your investment your business benefits from additional projects and services.

ADDITIONAL INCOME

The BID company will be accountable for every pound it receives or generates.

In its first term from 2015–2020, Ballymena BID generated £150,000 in additional income through outside grants from Mid and East Antrim Borough Council and UK Government. We expect to raise a similar amount for this 5year term.

The BID will also run a voluntary

membership scheme for businesses in the BID area with a rateable value of less than £5,000. This will enable them to invest and share in the benefits of the BID. A board position can be allocated for voluntary contributors who are members of the BID Company.

The BID can also seek additional income, grants and project match funding to deliver further value for money. In addition, the BID potentially has the power to run commercial services or other income generating activities.

BALLYMENA BID: INCOME & EXPENDITURE FORECAST

PROJECTED	2021/2022	2022/2023	2023/2024	2024/2025	2025/2026
Income/Levy	£200,000	£200,000	£200,000	£200,000	£200,000
Additional Income	£15,000	£15,000	£15,000	£15,000	£15,000
TOTAL	£215,000	£215,000	£215,000	£215,000	£215,000

Projected Income: £1,075,000

EXPENDITURE	Year 1	Year 2	Year 3	Year 4	Year 5
Marketing, Promotions & Events	£112,500	£112,500	£112,500	£112,500	£112,500
*Safety, Cleaning, Welcoming & Business Support	£37,500	£37,500	£37,500	£37,500	£37,500
* This fund will be prioritised on what will be most beneficial to businesses at the time.					
Staff	£45,000	£45,000	£45,000	£45,000	£45,000
Office & IT Support	£5,500	£5,500	£5,500	£5,500	£5,500
Insurance	£1,200	£1,200	£1,200	£1,200	£1,200
Levy Collection	£6,600	£6,600	£6,600	£6,600	£6,600
Professional Fees	£1,300	£1,300	£1,300	£1,300	£1,300
Bank Charges	£400	£400	£400	£400	£400
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000
SUB TOTAL	£65,000	£65,000	£65,000	£65,000	£65,000

NOTE: Additional income is estimated based on a current agreement with Mid & East Antrim Borough Council and is subject to change. The BID will lobby for additional funding as opportunities arise, throughout BID 1 over £150,000 of additional funding was secured for Ballymena Town Centre. Income is a projection and could be a higher or lower amount.





Stephen Reynolds
Chair
Front Page Bar

BID GOVERNANCE & MANAGEMENT

MEET THE BID BOARD



Andy Storey
Vice Chair
Boots



Hugh Black
Secretary
Tower Centre



Ken Crawford
Treasurer
McCartney & Crawford



Emma McCrea
BID Manager
Consultant



Natalie Jackson
Fairhill Shopping Centre



Stephen Glasgow
Camerons



Audrey Wales MBE
MEABC



Richard McLoughlin
Wyse Byse



Thomas McKillen
McKillen's Shoes



Killian Connolly
Marks & Spencers



Roy Smyth
Outdoor Adventure



Carole McKenna
The Grouse



Agnes Doyle
Menarys



Tom Wiggins
Ballymena Chamber of Commerce



Gail Kelly
MEABC



Trevor Parker
BRAC
Ballymena Retailers Against Crime

The Ballymena BID Board is a private sector led, not-for-profit company, limited by guarantee and has, for the last 5 years, been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors, local authority members and co-opted members.

BID Board positions are voluntary and unpaid. The Board includes a mix of all sectors of business that operate within the BID area which brings all the necessary skills required to navigate the BID through its second term.

All Board positions will be voted on through an election process in Year 1 of a second BID term. Invitations will go out to all BID businesses and voluntary financial contributors to become members of the Ballymena BID Company (a legal requirement). This entitles levy payers to stand for board positions and vote on company business.

A vote will take place of all Company members to then determine the new BID Board. Directors will be required to commit to attend meetings and contribute to the running of the BID. The Board membership will be reviewed once a year. However, applications of interest can be received, and new Directors appointed by the Board, at any time during the BID term.

THE BID BOARD

The BID Board is currently comprised of the following members:

BOARD MEMBERS		
Stephen Reynolds	Chair	The Front Page
Andy Storey	Vice Chair	Boots
Hugh Black	Secretary	Tower Centre
Ken Crawford	Treasurer	McCartney & Crawford
Killian Connolly		M&S
Natalie Jackson		Fairhill Shopping Centre
Richard McLoughlin		WyseByse
Roy Smith		Outdoor Adventure
Stephen Glasgow		Camerons
Thomas McKillen		McKillens Shoes
Audrey Wales		MEABC
Agnes Doyle		Menarys
Carole McKenna		The Grouse
ADVISORS		
Tom Wiggins		Chamber
Trevor Parker		BRAC
Gail Kelly		MEABC

Ballymena BID will, where possible, have the following Board composition:

National and Independent Retail 9	Commercial and Office 1
Entertainment, Hospitality and Leisure 1	Pubs and Restaurants 1
Public Sector 1	Education, Health and Third Sector 1
		Voluntary Contributors 1



FAQ

Is this just another tax and will it substitute for those services that MEABC is responsible for providing?

A BID cannot replace or substitute public agency services i.e. those covered by your business rates. MEABC, along with the PSNI, have provided baseline agreements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request and include the following:

- Cleansing and maintenance
- Car Parking
- CCTV
- Tourism
- Markets
- Festivals and Events
- Street Furniture
- Street Lighting
- Planting and Landscaping
- Public Conveniences
- Highways and Roads
- Policing

The BID has been running for 5 years. Why can't it just continue?

BID terms last for a maximum of 5 years. Once that term is over the BID is legally required to review its projects, produce a new Business Plan stating its objectives for the next 5 years. The plan is then voted on by BID businesses that will be required to pay the levy. This procedure is known as a renewal ballot.

How much will I pay?

MEABC will collect a levy, on behalf of Ballymena BID, from each BID business within the Bid area. That revenue will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.75% of their rateable value. This is collected annually. Those below £5,000 in rateable value will be formally exempt.

My business is not a part of the BID area. Can I still take part?

Yes. Any businesses that are formally exempt from paying the BID levy, or not in the BID area, can contribute voluntarily. If you choose to support the BID in this way, you have exactly the same rights, in terms of governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

When will the second mandate projects begin to be delivered?

The first term of the BID is due to end on 31 March 2021. The new term will then start to be rolled-out from 1st April 2021. If the renewal ballot is unsuccessful, then all BID services will be cease immediately at the end of the first term.



BID RULES & BALLOT

The BID legislation regulates BID ballots and the framework under which BIDs must operate.

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 15th January 2021.
- 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 rate will be fixed for the full term of the BID, which is five years, and will not be subject to inflation or alterations.

The BID Levy....and who pays?

The BID levy will be applied to all businesses within the defined area with a rateable value of or exceeding £5,000, provided they are listed on the non-domestic rates schedule as provided by Land and Property Services. The following will be exempt from paying the levy:

1. Organisations with a rateable value of below £5,000.
 2. Religious organisations, with non-trading operations, will be exempt from paying the BID levy.
 3. Non-retail charities with no trading income, arm or facilities will be exempt from paying the BID levy.
 4. Entirely subscription and volunteer-based organisations will be exempt from paying the BID levy.
- The minimum BID Levy amount will be £87.50 per annum.
 - 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, then the BID levy due will be calculated on a pro-rata basis.
- 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.

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 will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and to vote at annual general meetings.



- The BID Company will produce a set of annual accounts which will be made available to all company members.
- BID staff will be appointed, will be based in Ballymena town centre and will work with the appropriate agencies to deliver the programme of projects.
- The BID will last for a duration of five years. At the end of the five years, a ballot must be held if businesses wish for the BID to continue.



MEASURING RESULTS



Throughout its first term, Ballymena BID has kept BID businesses up to date with all BID activity on a regular basis by way of emails, newsletters, face-to-face meetings, annual meetings and surveys. As a BID business, you will be kept up to date on all the projects that the BID will implement in its second term in order to demonstrate to you that BID is delivering against its objectives.

- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Media Coverage
- Website/Social Media Interactions.

WHAT HAPPENS NEXT?

The BID ballot will take place from 16th February 2021 and you will have

until 5pm on 30th March 2021 to vote. The ballot will be carried out independently by the Returning Officer, via Civic Election Services. Businesses occupying more than one eligible property will be sent one ballot paper per property. If you receive multiple ballot papers please complete all of them. The ballot will be carried out via post. Voting by proxy is available. Full details will be sent out in due course.

- Notice of Ballot – 9th February 2021
- Renewal Business Plan – Distributed by 1st February 2021
- Postal Ballot Commences – 16th February 2021
- Ballot Closes – 30th March 2021
- Declaration of Ballot Results – 31st March 2021

The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Vacancy Levels
- Car Park Usage

“ DON'T ALLOW THIS TO HAPPEN. Ensure that Ballymena Means Business and please vote YES!

If the result of the ballot is NO, then all activity provided by the Ballymena BID will cease on 31 March 2021. There will be no marketing, no website, no social media, no business support, no enhanced cleaning and there will be reduced safety and crime reduction activity.

There will be no single organisation in Ballymena town centre which is championing and representing all businesses. As local businesses you will lose your collective voice. Ballymena businesses will immediately stand to lose over £1m of investment to be spent on projects identified by you over the period 2021 – 2026.



GET IN TOUCH

For more information about the Ballymena BID please contact us using the following details:

Emma McCrea – Interim Manager, Ballymena BID
 E: bidsmanager@ballymenabid.com
 M: 078 8544 0296 or 078 5413 3310
 Or visit our website: www.ballymenameans.com

BALLYMENA BID

RUN BY LOCAL BUSINESSES FOR THE BENEFIT OF LOCAL BUSINESSES



Working in Ballymena town centre for the past two years has really opened my eyes. Ballymena is unlike any other town I've previously worked in across Northern Ireland. The people, the unique mix of familiar High Street names, combined with long established independent retailers and the strong local business community makes Ballymena a very special place to visit, to work and to shop. There's no doubt the past year has been a struggle for all of us, both personally and in business. The role of the Ballymena BID is more important now than ever during such challenging times. We need to work hard to reach out and open everyone's eyes to our amazing town and unique offering. The plans in place for the next 5 years are strong, with a great focus on marketing to boost local business. Let's recover together, work together and remind everyone that Ballymena is still the No. 1 destination for shopping in Northern Ireland.

EMMA McCREA | Bid Manager



As a Ballymena trader of 35 years, I believe that the Ballymena BID will play a more important role than ever in assisting with the ongoing recovery process for our town centre during these challenging times.

STEPHEN REYNOLDS
Front Page Bar



Having a BID in Ballymena in these challenging times gives us a much greater edge over other towns to drive footfall and sales to the town.

The focus of BID 2 will be to reinvigorate the town centre in the months and years to come and it's substantial marketing and promotions budget will be great catalyst to help this.

BID also is a fantastic forum representing the town centre businesses when working in partnership with MAEAC, PSNI and other stakeholders.

If BID2 is not successful in getting through its re-ballot none of the above will happen so please make sure you make your vote a YES!

HUGH BLACK | Tower Centre



As President of Ballymena Chamber of Commerce I have worked closely with the BID team and have seen, first hand, how they are doing a great job... working with traders and stakeholders alike in an effort to support businesses and boost Ballymena town centre as a retail and hospitality destination. I fully support Ballymena BID 2. As a town, we all need to work together, even more so during these challenging times, to ensure that plans are in place for the success of our future.

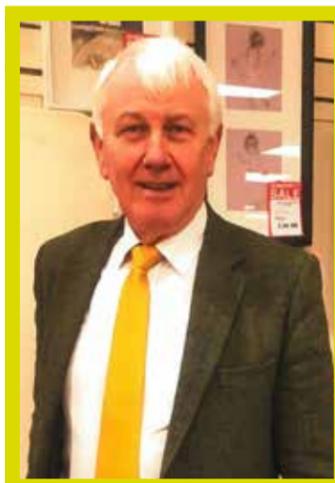
EUGENE REID | Chamber President



If you believe that it is the traders of Ballymena that know what is the best for our town then you need to support a 2nd Ballymena Business Improvement District. A BID gives Ballymena a competitive edge over other towns.

It allows the traders of Ballymena to promote the town centre and its businesses driving footfall creating a safe and welcoming environment for shoppers. Together we have a greater voice! Take the BID away and we are all on our own.

ANDREW STOREY
Boots Manager Ballymena



I strongly feel that in these very difficult trading times the advantages that a further 5-year term of BID will bring is extremely important for the whole town going forward as one unit. We need a united front to put out a strong marketing strategy to encourage as many shoppers to Ballymena as possible.

RICHARD McLOUGHLIN
Wyse Byse

My experience of BID has been very positive, especially how the businesses have worked together to set local priorities and actions and run high profile, co-ordinated events. Not only has this approach helped to improve the look of the town centre, but it has raised its profile and contributed significantly to economic growth.

More than ever, BID is crucial to influence strategic planning and investment as well as continue to build on the work that has already been done. The economic benefits of BID to date have been felt across the area and have improved our town... not just the individual businesses. We cannot lose this support and direction at a time when the majority of businesses are trying to survive, never mind innovate and develop.

CAROLE McKENNA | The Grouse



“ WE CANNOT AFFORD TO BE LEFT BEHIND AS OTHER BID'S BECOME STRONGER AND PULL TRADE AWAY FROM BALLYMENA! ”



BID continues to allow partnerships with other Government bodies, council etc to leverage additional funding.

BID helps with access to Ministers and Civil Servants who normally can't meet with private individuals.

BID ensures direction of travel is inline with what stakeholders require.

Without BID we have more to lose than ever, we have built up relationships with main traders and independents and have gained insights to where we can be of more benefit in the future.

We offer a true voice of Ballymena, and our towns bright future, together stronger.

ROY SMYTH | Outdoor Adventure



The long-standing relationship between Mid and East Antrim Borough Council and Ballymena BID has never been as important as we look towards building back a sustainable and successful town centre economy.

Throughout the COVID-19 emergency, our retailers have demonstrated true

resilience and resourcefulness in the face of the many challenges which have arisen.

With light on the horizon, we at Council will continue to do all we can to support Ballymena BID in their efforts to grow and develop the unique shopping offering the town is famous for.

Our businesses in Ballymena have provided employment, essential supplies and a sense of community in spite of the toughest circumstances, and they can be assured of the continued backing of Council in the times ahead.

COUNCILLOR PETER JOHNSTON
Mayor of Mid and East Antrim

Throughout the Covid-19 pandemic, our retailers in Ballymena have shown their resilience, determination and passion for their town, despite being faced by the most challenging trading conditions imaginable.



The key role they play at the heart of our communities has never been more apparent.

Not only do our shop owners and business leaders provide essential services to our residents, many are our friends, our family – familiar faces and names rooted into the fabric of our town.

As we look to a brighter future, free from Covid-19, it is critical we all support our local retailers, as they have supported us, and as a Council, we will continue to do everything we can to help them in their recovery and regrowth following these unprecedented times.

As it has been since its inception, the Ballymena Improvement District will be firmly at the side of our traders, working around the clock to build on our proud reputation as Northern Ireland's best shopping town.

I commend the BID for its continued commitment to our businesses, our town and our Borough, and I extend my best wishes ahead of the forthcoming re-ballot.

ANNE DONAGHY OBE
Chief Executive, Mid and East Antrim Borough Council



VOTE
YES

FOR
Ballymena BID 2
Together everyone achieves MORE!



Ballymena
Means Business

GET IN TOUCH

For more information about the Ballymena BID please contact us using the following details:

Emma McCrea – Interim Manager, Ballymena BID

E: bidsmanager@ballymenabid.com

M: 078 8544 0296 or 078 5413 3310

Or visit our website: www.ballymenameans.com