



Subject:	Belfast One Business Improvement District (BID): request for presentation
Date:	13 January 2021
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Lisa Toland, Senior Manager, Economy

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of the report is to present a request to members to receive a presentation at the next meeting of the City Growth and Regeneration Committee from Belfast One Business Improvement District (BID).
2.0	Recommendations
2.1	The Committee is asked to: <ul style="list-style-type: none">• Note the upcoming ballot for BID One• Agree to receive a presentation from the BID Team at the February meeting of the City Growth and Regeneration Committee.
3.0	Main report
3.1	Members will be aware that Business Improvement Districts (BIDs) were established for the first time in Northern Ireland in 2015. There are three BIDs in Belfast:

- Belfast One covers the retail core from City Hall to Royal Avenue, bounded by Victoria Street and Millfield
- Destination CQ covers the Cathedral Quarter, encompassing the area from High Street to Great George's Street, bounded by Donegall Quay and Millfield
- Linen Quarter BID covers the area from City Hall to Dublin Road, bounded by Joy Street and Durham Street.

3.2

Businesses located within the BID area agree a five year business plan and pay a mandatory annual contribution to the delivery of the business plan, based on the NAV of their property. BID services must demonstrate that they are additional to core services that are delivered by other statutory partners (such as the Council, Department for Communities, Department for Infrastructure etc.). Belfast One was the first BID to be established in Belfast in April 2016 and, in line with the legislation governing BIDs, it must now go to a re-ballot if it is to be extended for another five years.

3.3

The Belfast One BID is managed by a small core team and is supported by a Board which has representation across all business sectors in the Belfast One area. The council has an advisor role on the Board through staff from the Place and Economy Department. Officers from other departments – particularly City and Neighbourhoods – also work very closely with the BID on issues such as street cleansing, addressing anti-social behaviour and city promotion.

3.4

Belfast One has now produced a draft business plan for the coming five year period. It is using this business plan as the basis of a consultation and engagement process with levy payers, with a view to securing its re-election for a further five year period. The key priorities for action in the business plan are as follows:

- Promote: the aim of this work is to drive footfall into the city centre. Potential activities will include promotional events (many of which will be in partnership with the council); promoting the evening economy and carrying out research to support the work of the BID and other partners
- Enhance: the aim of this work is to deliver projects which will improve the experience of visitors and enable businesses to thrive in a positive trading environment. Activities likely to be supported will include support for City Centre Beat scheme; additional cleansing activities through the "Clean Team" and exploring additional lighting and dressing schemes

	<ul style="list-style-type: none"> Support: the aim of this work is to drive down business costs and to provide practical support to all businesses within the BID area. Activities likely to be supported include waste management and recycling support; business workshops on topics such as fire safety, merchandising and social media and exploring new ways of integrating new technologies in the city centre.
3.5	<p>The ballot will open on 21 January 2021 for a period of 6 weeks, closing on 4 March 2021. The decision of the ballot will be known on 5 March. All levy payers will be entitled to vote in the ballot. Belfast City Council has a number of properties in the BID One area and will therefore be entitled to a vote for each of the properties.</p>
3.6	<p>In order to raise awareness of the work of the BID and its plans for the new five year period from April 2021, it is proposed that a presentation on the draft business plan is made at the February 2021 meeting of the City Growth and Regeneration Committee.</p>
3.7	<p><u>Financial & Resource Implications</u></p> <p>The current levy payable by the council to Belfast One is in the region of £12,000 on an annual basis. This is set aside within existing budget estimates.</p>
3.8	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p> <p>No specific equality implications. BIDs have been established in a number of locations across Northern Ireland.</p>
4.0	Appendices – Documents attached
	None