



Subject:	Belfast One BID – Council Representation on Board
Date:	13 April 2016
Reporting Officer:	Donal Durkan, Director of Development, ext 3470
Contact Officer:	Lisa Toland, Head of Economic Initiatives and International Development, ext 3427

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
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 update Members on the progress of the Belfast One BID (Business Improvement District) and to seek approval for a Council Officer to be represented on the Board.
2.0	Recommendation
2.1	The Committee is asked to: <ul style="list-style-type: none">• Note the update on the Belfast One BID and;• Agree to Council representation on the BID Board by a relevant Senior Officer.
3.0	Main report
3.1	Members will be aware that the Belfast One BID was endorsed by a vote in October 2015. The BID will become operational from 6 April 2016. The BID covers around 1,200 properties in the main retail core and the levy will bring in around £1.1 million of additional expenditure every year.
3.2	The BID has agreed an action plan which focuses on three key themes, namely: <ul style="list-style-type: none">- Promote - this will attract the most significant element of the budget (up to

£500,000) and will focus on targeted events and campaigns to increase footfall in the area;

- Enhance - this will focus on additional service delivery such as street cleaning and community safety presence;
- Support - this will focus on activities to help the businesses with operational needs e.g. centralised procurement of services.

3.3 According to the BIDs legislation, the local authority is responsible for BID levy administration and collection. The Council's Finance and Resources Department will issue the bills to all those responsible for paying a levy. They will also work closely with the BID team to chase up any unpaid amounts. The Council itself is required to make an annual levy payment of around £12,000 as it has three properties in the area, (City Hall, Digital Services Building and Seymour House).

3.4 The BID Board consists of business representatives in the area (see list attached - **Appendix 1**). The BID will also have three Working Groups focusing on the themes outlined above.

3.5 The Chairman of the Board, Chris Sutor, has written to the Council to ask for Council representation on the Board. He has asked for a Senior Official who will have oversight of a range of issues that the BID has to deal with and who can act as a point of contact for the range of services and activities in which the Council is involved. This will be undertaken either by the Director of Development or the Head of Economic Initiatives and International Development. Representation on the Board will also provide a useful conduit for Council engagement with the private sector in the city centre and will provide a mechanism for sharing our plans for the regeneration of the city centre.

3.6 The BID came into operation officially on 6 April 2016 and has just appointed three members of staff, (BID Manager, Marketing Manager and Support Officer) to coordinate the activity of the BID. The staff will be housed in the offices of Belfast City Centre Management, (BCCM). Both organisations will work closely together to support City Centre Management issues, with BCCM taking the lead on activities outside of the Belfast One boundary, (main retail core).

3.7 Given the significant focus on marketing and promotions activity, the Belfast One team will work closely with Visit Belfast. This will include consideration of joint campaigns as well as

	<p>coordination of activity to maximise the return on investment by both organisations. Visit Belfast will continue to focus on growing the out-of-state visitation market, maximising opportunities for overnight stays, while Belfast One will target those within a 90 minute radius of Belfast.</p> <p><u>Financial Implications</u></p> <p>The annual council levy to the Belfast One BID is around £12,000. This has been accounted for in current budgets.</p> <p><u>Equality and Good Relations Implications</u></p> <p>There are no specific equality or good relations implications.</p>
4.0	Appendices – Documents Attached
	Appendix 1 - Belfast One BID Board Members