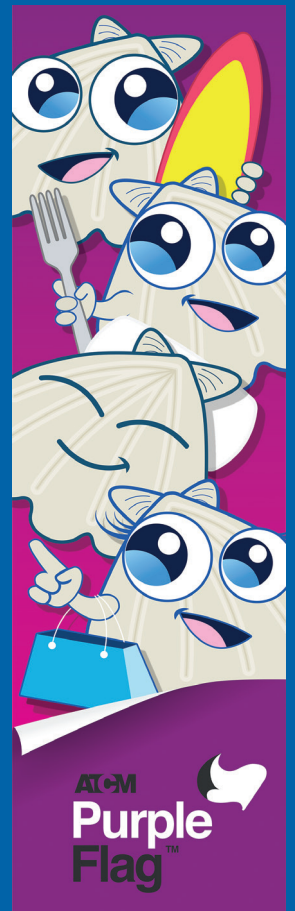




# SLIGO BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2020/2021





SLIGO  
BID



GAIL MCGIBBON, BSc, MSc, CiBM, IPM  
CEO

Sligo Business Improvement District



#BetterWithBID



<b>CONTENTS</b>	<b>PAGE</b>
CHAIRPERSON'S ADDRESS	4.
BACKGROUND OF SLIGO BUSINESS IMPROVEMENT DISTRICT	5.
SLIGO BID BOARD MEMBERS	6.
SLIGO BID WEBSITES	7.
SLIGO BID PARTNERS	8.
COVID RESPONSE FROM THE BUSINESS IMPROVEMENT DISTRICT	8.
BID OUTPUTS	9.
SLIGO ST.PATRICKS FESTIVAL SOCIAL MEDIA METRICS	10.
SLIGO ST.PATRICKS FESTIVAL WEBSITE METRICS	11.
ENGAGEMENT WITH PUBLIC BODIES	12.
PUBLISHED RESEARCH ON SLIGO TOWN CENTRE	13.
FOOTFALL REPORTS	14.
SLIGO TIDY TOWNS	15.
SLIGO SUMMER FESTIVAL	16.
SLIGO PURPLE FLAG AWARD	19.
BETTER WITH BID	21.
SLIGO BID INTERNATIONAL COVERAGE	21.
LOCATIONS OF SLIGO BID PUBLISHED DOCUMENTS	22.

# CHAIRPERSON'S ADDRESS

Dear Member,

I would like to take this opportunity to thank all our members within the extended Sligo businesses community for your overwhelming support for Sligo BID at our recent election in February. It was heartening to know that Sligo businesses support the work of Sligo BID and understand the need for this cohesive and concentrated approach from all of us to ensure the future success of our town centre and its environs. Planning and working together for the betterment of all is the best road forward, thereby ensuring the sustainability of our already successful retail, hospitality, service, industry and tourism infrastructure here in Sligo.

Sligo BID has several new projects coming on stream over the coming year. In February 2022, Sligo BID will launch a zero cost to business voucher card aptly named 'Love Sligo'. This card will accommodate in excess of 100 retail and hospitality businesses within Sligo. Love Sligo vouchers can only be redeemed locally and are non-transferrable to businesses outside of Sligo. On redemption of 'Love Sligo' vouchers, participating businesses will not incur any processing or commission charges. Vouchers will be available throughout the year and will be actively promoted and supported by both Sligo BID and the participating businesses.

Earlier this year, Sligo was awarded more than €50 million in funding to begin to refurbish the core streets of our town. Sligo BID attended and participated in many meetings with design consultants and the staff of Sligo County Council. This has been and will continue to be an important aspect of our cohesive approach to working jointly with our Local Authority in representing our BID members' ideas, thoughts, concerns and business expertise. Only by continuing this pro-active approach to all aspects of our town centre development can we ensure the delivery of a vibrant, attractive and self-sustaining business environment in our town - to the benefit of all.

Sligo BID is the project lead on the Collaborative Town Centre Health Check (CTCHC) Heritage Council of Ireland programme and are about to enter phase two of the project in early 2022. Whilst the EU norm of vacancy in town and city centres averages 7 to 11%, Tipperary is currently at 31%, Tralee at 25% and Sligo at 18%. Sligo BID, having completed the first land use survey on 1,200 ground floor buildings in our town, will work with the CTCHC

programme and local partners in actively addressing the future use and management of vacant stock.

Sligo was selected in 2020 as one of six pilot towns to work with Failte Ireland in growing the annual parade event on March 17th into a 2/3-day festival. The St Patrick's Festival Committee and Sligo Country Council are working on a 3-year development plan that will have the target of delivering an additional 1,000 bed nights over the festival period and an increase in audience attendance from 15,000 per parade to 25,000 festival audience. This has resulted in securing an additional €25,000 for the St Patrick's Day Committee over the next three years.

As a local representative organisation, Sligo BID - since its inception - has fostered an ethos of working in co-operation and collaboration with local, national and international partners. Locally, Sligo BID has supported and partnered with many local agencies and organisations that all work towards the same goal - that of making Sligo the best version of itself possible. Our thanks to the continuing commitment and dedication of these bodies and we look forward to continuing to deliver results for Sligo.

I take this opportunity to thank our Board and Committee Members at Sligo BID for their dedication to their role and for their input within the organisation. They have given of their time voluntarily and without their assistance and co-operation we simply could not progress the work of Sligo BID.

I especially want to thank our CEO, Gail McGibbon for the trojan work that has gone into so many projects over the past five years but especially over the period of this covid pandemic. It was important that Sligo continued to liaise, communicate, and promote ourselves even in these difficult times. Her attention to detail in the collection and correlation of important data relevant to Sligo's pro-active approach to innovation and project development has been a core aspect of the successful work carried out during this time. I would also like to thank Finbarr Filan for his dedicated work and his excellent representation of Sligo BID on many national committees.

Working together we are making a difference. Long may this continue.

**Ann Clinton**  
Chairperson  
Sligo Business Improvement District (BID)



# BACKGROUND OF SLIGO BUSINESS IMPROVEMENT DISTRICT

Sligo made history in 2016 in adopting a Business Improvement District Scheme (BID), the first such entity located on the west coast of Ireland. The BID formed after completing two years of research on town centre within the community of Place Management practitioners models. There are currently five BID companies in Ireland. These existing five BID companies in Dublin, Sandyford, Dundalk, Drogheda and Sligo generate €23 million in BID contributions every five-year term and collectively represent 7,500 cross sector businesses - from multinationals to sole traders. This is a scheme common in the United States (over 1,500 BID companies) and the United Kingdom (345 BID companies) where the ratepayers of a designated geographical area contribute an agreed additional percentage of their rates to be ring fenced for specific actions and projects. Sligo is a Purple Flag award (internationally accredited award for reaching a standard of excellence in the Evening and Night-Time Economy - ENTE) winning town since 2015 and the Sligo ENTE cross sector team is held within the community of Place Management as an excellent example of a productive, engaged and informed town team. Sligo (along with 14 other award winning towns and cities) are members of Association of Town and City Management UK and Ireland (ATCM), members of the Institute of Place Management. CEO of Sligo BID, Gail McGibbon, represents the Republic of Ireland towns and cities (23 destinations) on the Advisory Council and Board of the (ATCM) is a Fellow of the Institute of Place Management (UK and Ireland), recently completed certification from British BIDs and Sligo is a founder member of the Irish Town Centre Development Association (ITCDA).

In February 2021, Sligo BID held its second plebiscite, issuing ballot papers to all ratepayers in the geographic defined BID zone. The participating businesses cast ballots that voted in favour (80%) of continuing the BID for another five-year term (2021 to 2025). As place management is still in its infancy in the Republic of Ireland, Sligo BID has worked to place Sligo town to the fore nationally in growing its reputational equity as a place that is progressive, connected and collaborative – this work continued

throughout 2020 and 2021 in reaction to the extraordinary circumstances presented by Covid-19.

The BID board is comprised of 11 BID businesses, one elected representative and one senior Local Authority staff member. The board members oversee and coordinate the implementation of the BID Proposal Plan.

As the pandemic imposed extraordinary restrictions on the normal trading environment of Sligo throughout 2020 and 2021, the BID strived to move forward and increase engagement with business owners directly across a variety of communication platforms and portals. During the lockdowns, Sligo BID consistently communicated information on grants, subsidies, opportunities to increase online presence, information from local and central government regarding business support measures. Over 550 businesses received in excess of 25 communications from Sligo BID. Sligo BID will seek to improve its database listing so that all businesses are in receipt of the communications.

The primary goal of Sligo BID is to improve the prosperity of the Business Improvement District; enhance the wellbeing of the community thereby creating a viable and sustainable Town Centre Economy. Sligo town centre needs to appeal to residents and visitors alike and Sligo BID is acutely conscious of staying informed on current and future research that details the changes in consumer sentiment. This changed and changing sentiment will need to be reflected in how consumers use and frequent the BID area.

Since its inception in 2016, Sligo BID has always advocated a partnership approach and the company's efforts in this area has been recognised by those specialist international organisations such as the Association of Town and City Management, the Institute of Place Management and the International Downtown Association.

Sligo BID board members commit to always focussing on those activities/projects and initiatives that meet the core objective of making Sligo a better place to work, live and enjoy.

# SLIGO BID BOARD MEMBERS

<b>Ann Clinton</b>	(Vintners Representative) Chairperson
<b>Allen Banks</b>	(Vintners Representative) - Secretary
<b>Gerry Conway</b>	(Retail Representative) - Director
<b>Brian O'Sullivan</b>	(Festivals and Events Representative) - Director
<b>Finbarr Filan</b>	(Purple Flag, St Patrick's Parade and Public Realm) - Director
<b>Darren Egan</b>	(Industry Representative) - Director
<b>Deirdre Buckley</b>	(Retail Representative) - Director
<b>Christine Dolan</b>	(Retail Representative) - Director
<b>Paul Brennan</b>	(Retail Representative) - Director
<b>Cllr Arthur Gibbons</b>	(Political Representative)- Director
<b>John Reilly</b>	(Local Authority Representative) – Director
<b>Frank McGovern</b>	(Professional Services Sector Representative)

## RESPONSIBILITIES OF SLIGO BID BOARD MEMBERS

- Understand the goals, objectives and desired outcomes for the Business Improvement District.
- Understand and represent the interests of Business Improvements District stakeholders.
- Measure the impact of project outcomes and overall success.
- Actively participate in meetings through attendance, discussion, and review of minutes, papers and other Board papers.
- Support open discussion and debate, and encourage fellow committee members to voice their insights.
- The BID Board shall on an annual basis create an annual operational plan that will identify a range of projects and actions to be implemented in that year. These can be selected on the basis of most urgent or priority needs, availability of suitable funding or resources or other criteria that the Board prescribes.
- The BID Board will act as a resource to liaise with and encourage the cooperation and participation of the local community and other stakeholders in the implementation of the Plan. They will, where appropriate, seek partnerships with other organisations that can assist in implementing the operational plan. The BID Board will set up specific project implementation

groups, if appropriate, who will be responsible for the implementation of projects from the annual work plan.

- The life of the project implementation group shall not extend beyond the life of the project. At least one Board member shall be a member of each project working group.
- The Board will support and monitor the work of project implementation groups.
- Track and monitor progress related to the Plan implementation. Provide feedback and evaluation of actions that have taken place and review plans and tactics for following quarter and beyond. Affirm plans and suggest modifications if necessary.
- Promote and act on opportunities to communicate positively about the Town Centre initiatives.
- Ensure Town Centre projects are making sensible financial decisions – especially in terms of procurement and in responding to issues, risks and proposed project changes.
- Report progress on an annual basis to the town centre stakeholders and the local community.
- During the course of its term, the Board will continue to promote active participation in both board and committee membership. Membership of the board and committees are open to any BID member with nomination forms circulated to all BID members prior to each annual AGM. Membership of the board is a voluntary position and we thank all past and current board members for giving of their time and expertise that work for the betterment of Sligo.

## SLIGO BID REPRESENTATION

**Member Sligo Local Economic Forum**

**Sligo Joint Policing SPC**

**Sligo Tourism Board membership**

**Chair Irish Town and City Development Association**

**Chair ROI Towns and Cities Advisory Council and Board of the ATCM UK and Ireland**

**Chair ROI Purple Flag Network**

**Council Representative Irish Small and Medium Enterprises (ISME)**

**Town Centre First Advisory Group Programme for Government**

**Member Government Retail Roundtable Forum**

**CTCHC Heritage Council of Ireland Town Team**



# SLIGO BID WEBSITES



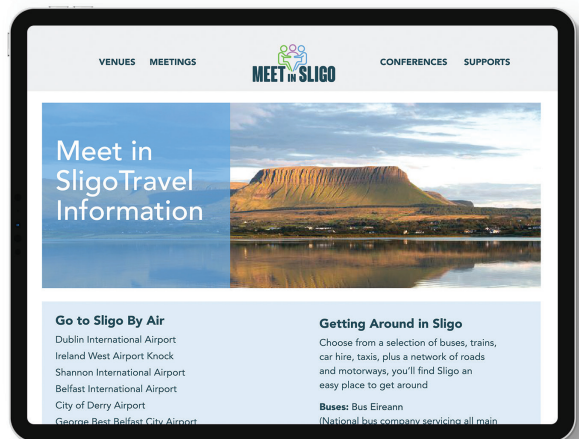
[www.sligobid.ie](http://www.sligobid.ie)



[www.purpleflagsligo.com](http://www.purpleflagsligo.com)



[www.sligostpatricksdays.com](http://www.sligostpatricksdays.com)



[www.meetinsligo.ie](http://www.meetinsligo.ie)

# SLIGO BID PARTNERS

- STRATEGIC PARTNERS INTERNAL AND EXTERNAL (SLIGO COUNTY COUNCIL, FAILTE IRELAND, ISME, SLIGO LEADER)
- REPRESENTATIVES OF BUSINESS OR TRADE ASSOCIATIONS (ITOA, CCTC)
- GOVERNMENT OR SEMI-STATE BODIES
- THIRD LEVEL EDUCATIONAL COLLEGES (IT SLIGO)
- LOCAL NON-PROFIT ORGANISATIONS
- CHAIRPERSON OF RESIDENTS GROUPS FROM WITHIN THE BID
- SLIGO CHAMBER OF COMMERCE
- SLIGO TOURISM
- SLIGO ECONOMIC FORUM
- SLIGO TIDY TOWNS
- SLIGO SUMMER FESTIVAL
- SLIGO ST PATRICK'S DAY FESTIVAL COMMITTEE
- SLIGO BAROQUE FESTIVAL
- SLIGO CAIRDRE ARTS FESTIVAL
- OTHER RELEVANT BODIES



Sligo County Council  
Comhairle Chontae Shligigh



Fáilte Ireland  
National Tourism Development Authority



Sligo.ie



Sligo Chamber  
Advancing business together



# COVID RESPONSE FROM THE BUSINESS IMPROVEMENT DISTRICT

Sligo BID was one of the first representative organisations in the country to support and join the national SME Recovery umbrella group. This group met and engaged with national government groups in the design and implementation of the SME €15 billion support package.

Sligo BID joined with the other 4 BID companies, The Restaurant Association of Ireland, Irish Vintners Association, Irish Hotels Federation, Irish Tour Operations Association in co ordinating submissions, meetings with the Irish Government and research on the impact of Covid - 19.



Business engagement through email and identification of business supports available and easy to read outlines for business owners on how to apply during pandemic from March- August 2020, biweekly updates

Identification of businesses that remained open throughout the Pandemic & promotion via our social platforms

Promotion of training and grant programmes available for increasing online purchasing capacity for both retail and hospitality via Sligo County Council, Sligo LEO and Failte Ireland

- Shop Local / support local social and poster campaign
- Working with the local authority to engage on behalf of the business community for the re-opening of the town centre
- Distribution of defibrillator locations maps
- Sligo Tidy Towns Frontline postcards
- Promoting the opportunity of section 254 Outdoor
- Seating Licences and Failte Ireland Hospitality grants
- Ocean Fm radio interviews, print supplements in local publications and video campaign to general public
- Reopening video with excess of 20,00 views
- Panel participation in national and international conferences and webinars including Association of Town and City Management UK and Ireland, Institute of Place Management UK and Ireland, International Downtown
- Association USA,, Heritage Council of Ireland, Irish Inter Government Department on the Night Time economy and Town Centre First taskforce and policy groups.
- Presentation to the Sarure (Save Rural Retail) Interreg Spanish towns project on BID legislation and impact with Sligo County Council
- Published in the EU Policy Learning Platform good practice database



# BID OUTPUTS

- Comprehensive data for both Local Authority, existing and incoming businesses – for example footfall data and land use survey data, perception surveys, consumer surveys, business surveys (by sector and issue)
- Improved profile for Sligo through professionally organised and increased funding for events
- A focus on the repurposing of vacant stock within the BID area as phase 2 of the CTCHC programme that includes updating land registry, identifying building clusters using CTCHC Building Survey Methodology
- Focused marketing of the town’s strengths, with organized promotions that target key market segments both domestic and international
- Identification and adoption of retail and hospitality vehicles such as loyalty and coupon programmes, destination voucher cards and active shop local campaigns
- Leverage BID levies as a match funder for local organisations that satisfy the footfall metric, increase business turnover or enhance the brand of Sligo
- Apply for and secure additional funding and sponsorship for projects and campaigns (Funding secured to date is in excess of €100,000)
- Retention of the Purple Flag (annual)
- Retention of the certification of the Coach Friendly Destination status (bi-annual)
- Improved communication between all stakeholders of the town, ratepayers and local authority
- By December 2021, Sligo BID will have invested in excess of €130,000 in Christmas lights
- Since 2016, Sligo BID has supported Sligo Tidy Towns with approx €100,000

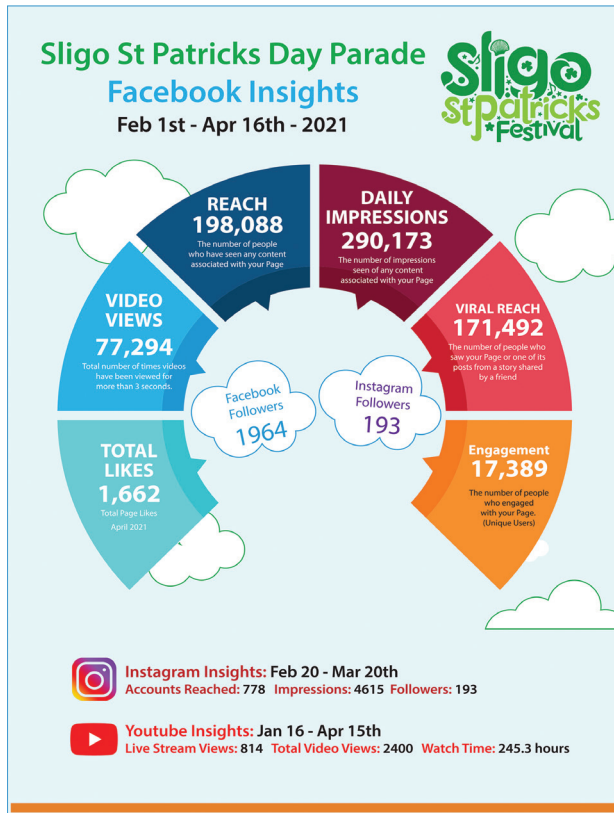


Open for business poster updated weekly



Poster Hughes Bridge and Markievich Rd

# SLIGO ST.PATRICKS FESTIVAL SOCIAL MEDIA METRICS





# SLIGO ST.PATRICKS FESTIVAL WEBSITE METRICS



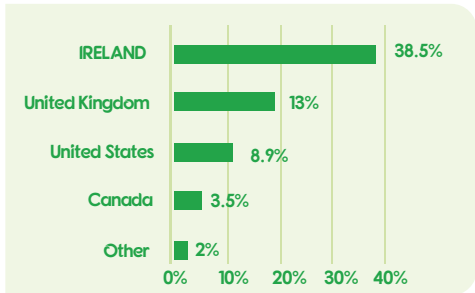
## WEBSITE METRICS

WED MARCH 17th 2021

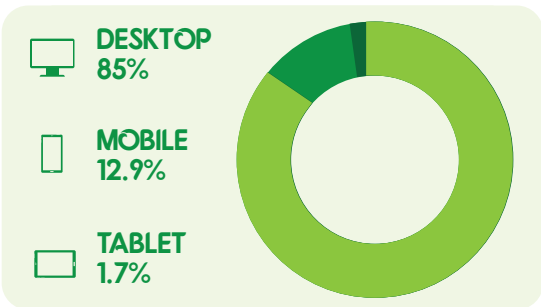
### USERS BY TIME OF DAY



### SESSIONS BY COUNTRY



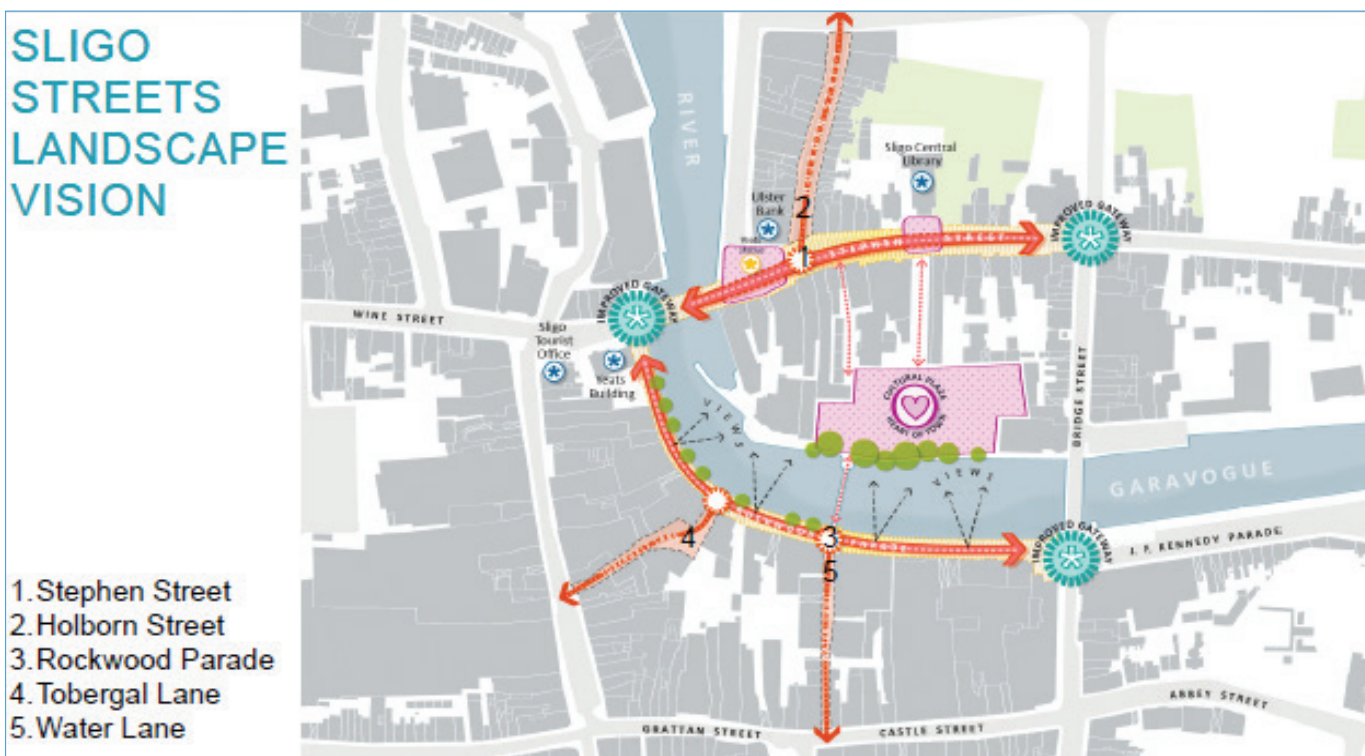
### TOP DEVICES



[sligostpatricksdays.com](http://sligostpatricksdays.com)

# ENGAGEMENT WITH PUBLIC BODIES

- Support of reopening of town centres nationally with the 5 Business Improvements Districts with Central Government
- Support of NTA funding proposal for town centre interventions
- Founder member of the new national network for Towns and Cities – The Irish Town and City Development Association (ITCDA) and meetings with government representatives
- Support of the SME recovery plans as delivered by **smerecovery.ie**
- Only town (with Dublin) selected to present to the newly formed Nighttime Economy Taskforce
- Submission to the Night-time Economy Taskforce (November 2020)
- Supported IT Sligo, GMIT and LYIT in securing funding for a Masters/PHD research project on the economic impact and value of the ENTE to Sligo – first such research in the Republic of Ireland and vital in gaining insight into viability and sustainability of the tourism and hospitality sectors.
- Presentation to the Town Centre First programme for central government group representing 6 government departments
- 5 meetings with a representative group of local businesses with both locally elected and nationally elected representatives
- Support of and participation in the Heritage Council of Ireland grant scheme (Phase 1 and 2) for O'Connell St (value €400,000)
- Participation in Public Realm consultations with Sligo County Council and projects consultants BDP for Wine St car park, Tobergal Lane, Stephen St, Holborn St, Rockwood Parade and Water Lane
- Submission to the Sligo County Development Plan (September 2021)
- Support of the recent submission of Sligo County Council communal dining application to Failte Ireland for Tobergal Lane (value approx. €250,000)



Source: Sligo County Council

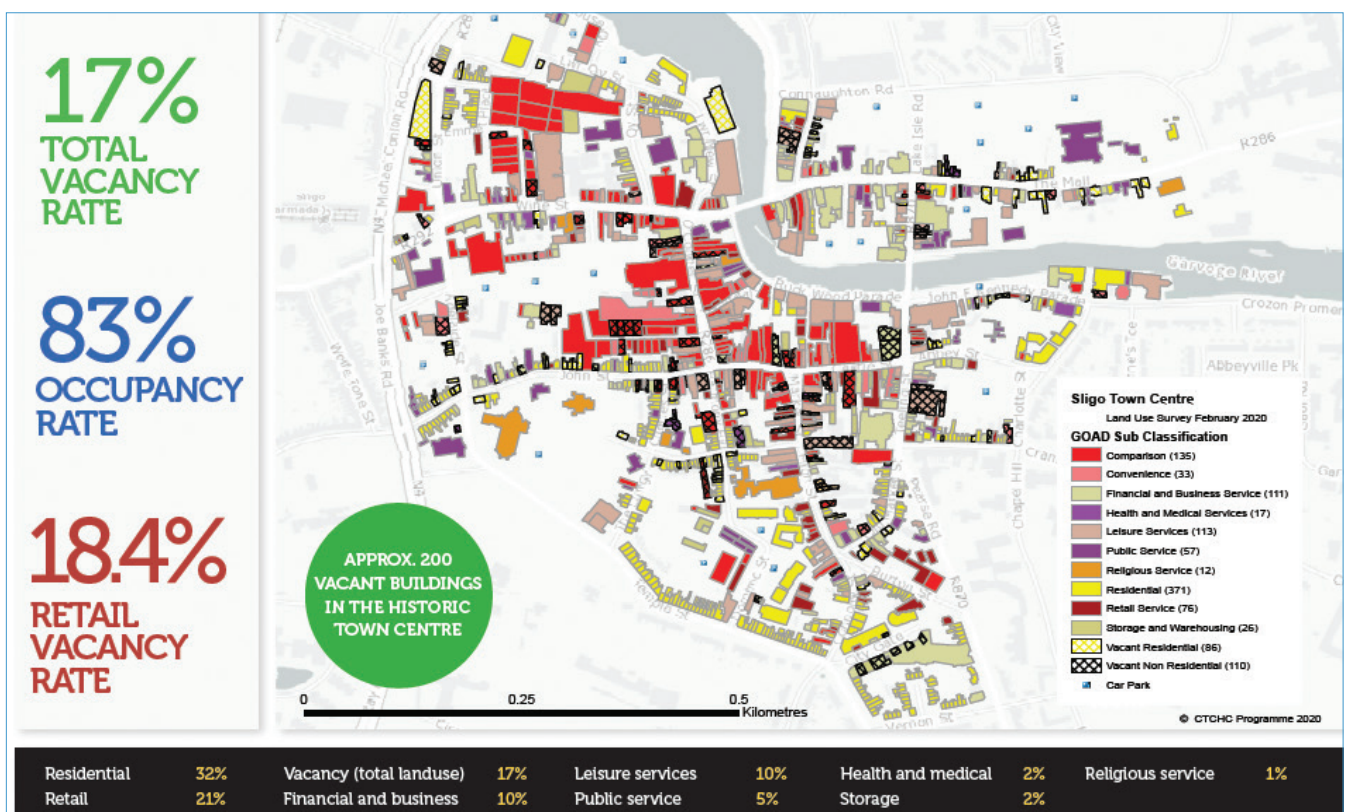


# PUBLISHED RESEARCH ON SLIGO TOWN CENTRE

In 2019, Sligo joined 13 other destinations in undergoing a Health Check report on the town centre. Two reports were generated from this research. The first was a comprehensive consumer survey completed by IPSOS and published in early 2020 giving insight into consumers preferences and perceptions on the town centre. The second health check report included a GIS mapping of the town centre according to a newly designed GOAD classification system designed by Ali Harvey, Programme Manager for the Heritage Council of Ireland.

This was the first time this exercise was completed in Sligo and forms a baseline of building classification and occupancy levels that will feed into the work of Sligo BID over coming term.

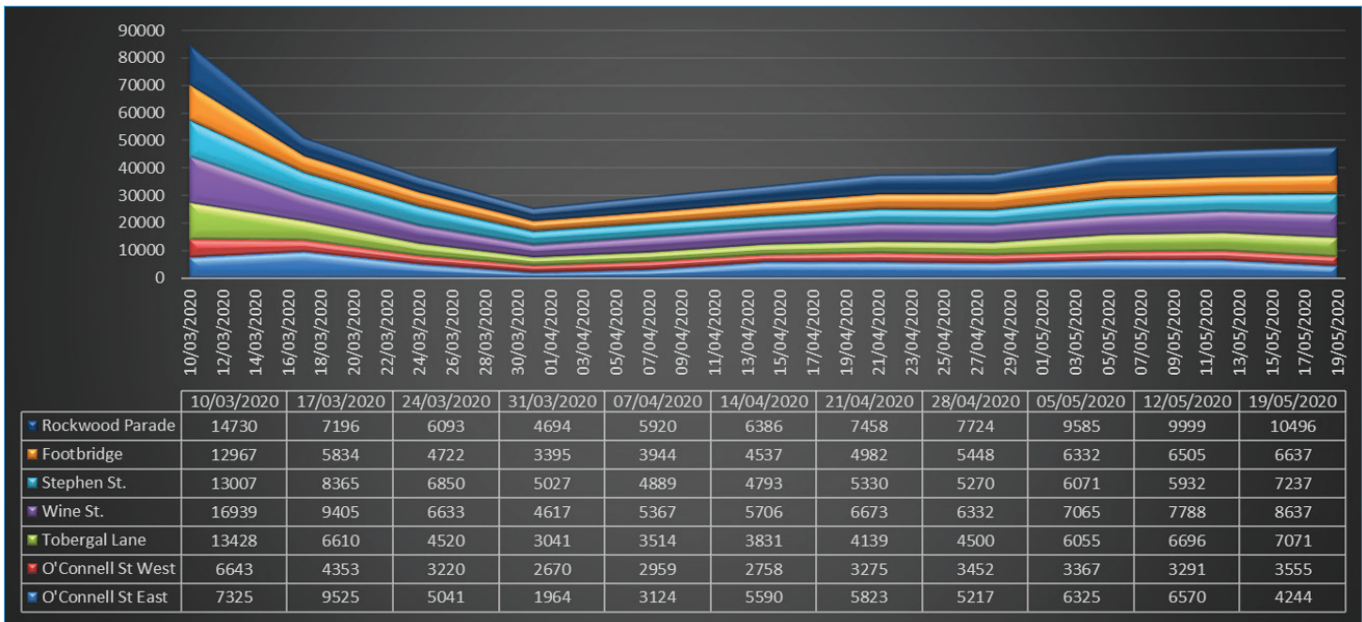
The reports were launched by Minister Malcom Noonan, Minister of State at the Department of Housing, Local Government and Heritage. Copies of both reports are available online at [www.sligobid.ie](http://www.sligobid.ie) and at the BID office at Abbey St Sligo.



# FOOTFALL REPORTS

Working in partnership with Sligo County Council, Sligo BID takes regular readings from the 10 electronic footfall counters located across the town centre. This was particularly useful in during Covid as it informed pedestrian movement and assisted Sligo County Council in addressing social distancing and queue management across the var-

ious streets in the town centre. The counters were moved temporarily to the Western Distributor Rd to monitor activity. The counters will be reinstated across the core streets of the town to monitor the traffic in the run up to Christmas 2021.





## SLIGO TIDY TOWNS

Since 2016, Sligo BID has supported Sligo Tidy Towns with an approx €100,000. Many of the businesses within the BID zone are actively engaged as committee members of Sligo Tidy Towns and by receiving a direct contribution from Sligo BID - countless volunteer hours are saved each year in fundraising.

Covid-19 has had such an extraordinary impact on so many aspects of our lives and most visibly on how we go about our daily business. The efforts of the Sligo Tidy's Towns committee, volunteers and many friends was most evident throughout Covid. The effort was supported by so many Sligo organisations and the primary sponsor - Sligo BID. This demonstrated that even in a middle of a pandemic, the peo-

ple of Sligo rallied to the ambition of improving the place we all call home. Many projects clearly demonstrated a love of place and wanting to make Sligo a greener, more diverse and more sustainable place to live, work and play.

The partnership between Sligo BID and Sligo Tidy Towns has resulted in the enhancement of a very colourful tapestry that is the Sligo offering and of a continued commitment and dedication to adding new and colourful threads to that tapestry now and into the future.

We all look forward to the next 5 year BID term and working in such a spirit of co operation and achieving our common goals.





# SLIGO SUMMER FESTIVAL

Sligo Summer Festival takes place over seven days/nights and over two weekends during the summer. The event hopes to expand to 14 nights of entertainment from 2023. The addition of the 7 concerts is in direct response from performers, local residents and visitors. The festival is situated centrally in Stephen St car park - soon to be a new civic plaza. The 12m x 13m stage allows audiences on both sides of the river walk to view the onstage entertainment.

A specific signature of the event is its low cost (€3 per ticket), broad appeal to families, high calibre of performers – both local and international and a strong reputation of nurturing local first time performers onto a larger stage setting.

Sligo Summer Festival full appreciates the value of this urban

location for the promotion of artistic performance and there is an increased awareness amongst the surrounding business community as to the economic value and impact of key events in the centre of town. With significant social media traction, businesses (and especially those in the hospitality and retail sectors) are encouraged to build on the increased footfall and promotion of the event.

Since the festival has found scalability with additional venues hosting performers, the event has grown an established audience with average attendance per night of 4,800. Additional audiences spread across adjoining streets and venues total just over 3,000 per night. Sligo BID has been a primary sponsor of the festival since 2016.



Source: Sligo County Council



# SLIGO PURPLE FLAG AWARD

## THE EVENING AND NIGHT TIME ECONOMY (5pm TO 5am)

In 2015, Sligo joined Galway, Killarney, Waterford, Dublin, and Cork in securing Purple Flag accreditation—the internationally accredited award for towns and cities for the Evening and Nighttime Economy (5pm to 5am). There are 65 Purple Flag destinations in the UK and Ireland, 30 in Sweden and New Zealand is the latest country to join the programmes. Recommended by Fáilte Ireland (National Tourism Agency) as a signature award for the Evening and Nighttime Economy (ENTE), it recognises destinations that reach a standard of excellence and offer a family friendly, safe, culturally diverse product offering and specifically cater to late night shopping and hospitality outlets. The Sligo cross sector stakeholder team is recognised by the Association of Town and City Management (ATCM), UK and Ireland as one of the best examples of a town team both here in Ireland and the UK. Sligo BID is the

project lead in the annual application necessary to retain the award. Sligo chairs the Irish network of towns and cities that hold the award and are members of the ATCM (23 Irish towns and cities) and recently made presentations to the Night Time Taskforce in the Department of Media, Tourism, Arts, Culture Sports and the Gaeltacht. Through the Purple Flag accreditation, we work to enhance our nighttime quarters under the tenets of people movement, safety, wellbeing, and policy. Working in partnership with IT Sligo, Sligo hopes to be the first town or city in Ireland to complete research on the economic impact and value of the ENTE to Sligo's economy. Currently, the Night Time Economy Taskforce are selecting six pilot destinations. We hope to be one of the selected pilot towns and are working with the Chief Executive of Sligo County Council to present a strong case for Sligo.





# BETTER WITH BID

## Marketing & Promotion

# 1

# #BetterWithBid

### WE HAVE

- Retained International town and city award Purple Flag
- Won Ireland's First Coach Friendly Destination Award
- Designed new marketing material for Sligo including Sligo town's first B2B sales book
- Financed and attended tourism industry trade shows
- Vocal on resolving old issues that affected Sligo's reputation
- Represented BID business owners interests on Sligo's future development

### WE WILL

- Increase promotion of Sligo regionally and nationally to attract new business and increase footfall
- Design and promote retail campaigns including loyalty and voucher programmes
- Retain the Purple Flag Award to enhance the evening and night time economy
- Retain Coach Friendly Destination Status
- Represent Sligo at national and international forums including the Association of Town and City Management, the International Downtown Association, the Irish Town and City Development Association



## 2 Cultural Development

### WE HAVE

- Sponsored the expansion of the Sligo Summer Festival
- Sponsored the St Patrick's Day Parade
- Sponsored events and organisations such as Cairde Arts Festival, Sligo Choral Festival, The Sligo Baroque Festival, Sligo Live, Sligo Food Trail, Sligo Tourism, Cannonball, Hawk's Well Theatre Sligo

### WE WILL

- Continue to support events that bring footfall and drive Sligo's brand
- Ensure urban renewal and regeneration alongside a strong arts and culture ethos
- Work with partners on year-round events at the new performance space in Stephen Street
- Promote Sligo's retail, hospitality, cultural and social attributes
- Access funding to continue and increase sponsorship key events

## Operations & Infrastructure

# 3



### WE HAVE

- Starting with seven 15-year-old frames in 2016, Sligo BID now installs 47 frames with over 40,000 cluster lights each Christmas
- Vocal on resolving the Lwr Connaughton Rd issue which was negatively affecting Sligo's reputation
- Made submissions to the National Planning Framework 2040 and the Night Time Economy Taskforce
- Supported Sligo Tidy Towns with €100,000 since 2016
- Project led the Town Centre Health Check report and completed the land use survey in Sligo
- Inputted into key public realm design projects
- Annual consumer perception surveys, footfall data collection

### WE WILL

- Complete Phase 2 of Health Check Report focussing on vacant stock
- Collaborate wider to regenerate our historic town centre as a place of vibrant activity
- Focus on new projects selected by BID members as priority actions
- Gather comprehensive data on footfall and land use
- Improve communication between stakeholders, ratepayers, and local authority

### WE HAVE

- Launched dedicated conference tourism website – Meet in Sligo
- Hosted over 100 industry buyers and operators in Sligo
- Reversed Sligo's negative reputation in the coach sector yielding a 20% increase in coach traffic in 2019
- Supported the network of 7 BID member hotels
- Established key relationships with national and international industry contacts and influencers
- Revamped the St Patrick's Day website
- New marketing material for the coach and conference sector
- Brought Sligo back to industry trade shows as a destination
- Hosted the Town and City Summit, UK and Ireland in 2018
- Represented the Republic of Ireland towns and cities on the Advisory Council and Board of the ATCM, UK and Ireland

### WE WILL

- Continue to expand external key relationships such as CTTC, ITOA, ITCDA, ATCM, ITIC
- Assist Sligo hotels in attending domestic and international trade shows (post Covid-19)
- Position Sligo as a preferred tourism destination within the tour operator, coach and conference sector
- Continue collaboration with Sligo businesses, Sligo County Council, regional and national tourism agencies
- Continue relationships with SME representative bodies seeking support of grants due to Covid-19
- Continue our work as a founding member of the Irish Town Centre Development Association representing 23 towns and cities that now operate as a union on specific issues of urban centres such as vacancy, footfall and funding

## 4 Tourism

# SLIGO BID INTERNATIONAL COVERAGE

PROPOSED INITIATIVES	
Turning opportunity into action	Who
<p><b>Initiate a city-wide night-time hub certification program</b></p> <p><b>ACTION 3:</b> NSW Government will explore piloting a program to certify 24-hour hubs that meet or surpass a certain set of standards of excellence in managing the night-time economy to achieve vibrancy, diversity and safety. Inspired by the UK's Purple Flag scheme, certified precincts will benefit through greater public awareness and an improved public image, resulting in increased visitation and patronage.</p> <p>The 24-hour Economy Coordinator General will work with councils and industry to establish certification criteria, and leverage the 24-hour Economy Acceleration Program to support the piloting of activities that will enable the certification of 24-hour hubs.</p> <p>The Safety and Wellbeing Working Group envisaged in this Strategy will support this action by identifying opportunities for NSW Government agencies to work with community-led safety and wellbeing initiatives.</p>	<p><b>Led by</b></p> <ul style="list-style-type: none"> <li>» 24-hour Economy Coordinator General</li> </ul> <p><b>Supported by</b></p> <ul style="list-style-type: none"> <li>» Councils</li> <li>» Industry representatives</li> <li>» Office of Local Government</li> <li>» Create NSW</li> <li>» Transport for NSW</li> <li>» NSW Health</li> <li>» NSW Police</li> <li>» Department of Customer Service</li> </ul>



**Case study:  
Purple Flag, UK**

---

The Purple Flag standard, launched in 2012, is an accreditation program that allows members of the public to quickly identify town and city centres that offer an entertaining, diverse, safe and enjoyable night out.



**Sydney  
24-hour Economy  
Strategy**

NSW Treasury  
September 2020



# SLIGO BID INTERNATIONAL COVERAGE



To effectively deliver a long-term vision, all policies should be reviewed through a rural lens (rural proofing). Impacted by the COVID-19 pandemic, rural areas must have their place in the **national recovery resilience plans** and benefit from allocated funds.

## Examples of good practice

**Belgium:** Lier (37,000 inhabitants) defined a core shopping area in the centre of town where shopping and services are the main function and where these are the only one allowed on the ground floor of buildings.

**France:** [Petites Villes de Demain](#) (Small Towns of Tomorrow) aims to improve the living conditions of small towns and surrounding territories. The programme was launched in October 2020 and is part of the Rural Agenda. The program was designed to support municipalities with less than 20,000 inhabitants over six years (2020-2026) to ensure that the development of housing, shops, heritage preservation and public services is present.

**Ireland:** [Sligo BID](#) (Business Improvement District) was the first BID to form on the west coast of Ireland in 2016. It is a partnership firstly between all the 758 businesses in Sligo town and secondly between the businesses and the local county council. It aims to develop and implement initiatives to position Sligo as the location of choice for living, shopping, leisure and business. There are currently five BIDs in Ireland and this number is expected to grow over the coming years.

**Italy:** Confcommercio-Imprese per l'Italia (SMEUnited member) published a [Handbook of best practices on urban regeneration](#) in 2019 that collects ideas and proposals on how to create a more liveable, productive and inclusive urban environment and also reflects on the strategic role of the service sector for the vitality of cities. Confartigianato Imprese (SMEUnited member) created the project [Percorsi Accoglienti](#) (Welcoming Routes) that is a new model of managing touristic and cultural resources of a territory. The project aims to relaunch artisan craftsmanship and act as a new catalyst for historic city/town centres and villages. It gives a cultural centrality to artisans and intends to stimulate the development of new functions for artisan shops to strengthen their position, improve their performance and to facilitate their greater integration into the local economic environment.

**Netherlands:** [Lokaal Retailbelang](#) (Local Retail Interest) advocates for local retail interests in rural areas and smaller towns/cities and fosters collaboration. The organisation is working on numerous projects: i) in the small town of Winschoten it advises local retailers on how working better together can stop the town centre from emptying completely; ii) in the municipality Súdwest Fryslân (rural municipality) the



# SLIGO BID INTERNATIONAL COVERAGE



Congratulations, your good practice **Sligo BID** is now published in the Interreg Europe Policy Learning Platform good practice database. Policymakers around Europe are now able to consult your good practice online and contact you through the Policy Learning Platform for further exchange of experiences.

You can find the opinion written by one of the Platform experts about your good practice below:

This is an interesting practice from Ireland where companies in a specific geographic area (a business district) are taxed extra to fund projects and initiatives that would increase the footfall in the area. It is a joint effort of various partner to make the district meet the needs of nowadays urban dwellers and consumers. Through the initiatives funded by the BID the visibility of the district increases and the companies in the area profit from the increased visitors. BID's are also a good structure to get companies from various sectors to collaborate in the same area which can have other open innovation benefits. Other cities seeking to boost specific areas could learn from the Sligo BID. Additional examples BID practices have been shared by the Interreg Europe ABCities project: <http://www.interregeurope.eu/abcities/good-practices/>

Interreg Europe Policy Learning Platform team

# LOCATIONS OF SLIGO BID PUBLISHED DOCUMENTS

To access, please visit: <https://www.sligobid.ie/publications-media>

**SLIGO BID PROPOSAL 2021 – 2015**

**SLIGO NIGHT TIME ECONOMY SUBMISSION**

**SLIGO BID AND SLIGO CHAMBER SUBMISSION  
TO SLIGO COUNTY DEVELOPMENT PLAN**

**CTCHC HERITAGE COUNCIL OF IRELAND SUBMISSION**

**LINK TO SLIGO SALES BOOK**

**LINK TO CONSUMER AND HEALTH CHECK  
REPORTS 2019 AND 2020**

**PURPLE FLAG TEAM PHOTO**

**TOWN IMAGES**

**SLIGO SUMMER FESTIVAL**

**SLIGO SUMMER FESTIVAL VIDEO**

**FOOTFALL SAMPLE DATA**

**SOCIAL MEDIA METRICS SUMMER FESTIVAL**









SLIGO  
BID

