



Drogheda Business Improvement District Proposal

2020—2025

April 2019 - Final

*Alone we can do so little; together
we can do so much*

LOVEDROGHEDA BID Proposal

The Drogheda Business Improvement District will be referred to as LOVEDROGHEDA in this submission. Drogheda Business Improvement District CLG (Drogheda BID CLG) submits the following proposal in accordance with section 129C of the Local Government (Business Improvement Districts) Act 2006 to Louth County Council - the relevant Rating Authority - to establish a Business Improvement District (BID scheme) in the Drogheda Business Improvement District Area, Co Louth, as set out in the attached plan.

Our overall objective is to make Drogheda a great place to work, live and socialise. The success of the LOVEDROGHEDA is entirely dependent on collaboration with Drogheda’s business community, Louth County Council and voluntary organisations.

There is a renewed optimism and confidence in the Drogheda business community. Fleadh Cheoil na hEireann 2018 demonstrated how our people and Council can come together and create a very special moment in time for our City.

The proponents of the BID proposal have come together with a love and pride for Drogheda. We believe by working together we can create a very positive and progressive momentum that will get stronger over the proposed 5 year mandate. We want to create a vibrant, buzzy, enterprising City.

- to make
Drogheda a
great place to
work, live and
socialise



Drogheda - to create a vibrant, buzzy, enterprising City

Collaboration

The proponents of LOVEDROGHEDA believe that the future prosperity and well being of Drogheda City is very much dependent on the ability of its people to work together. Many of the projects we are proposing are dependent on groups of people in Drogheda coming together and collaborating.

It is a proven fact that towns and cities that collaborate, are economically and socially vibrant, attract inward investment and funding, are progressive and places that people want to make home.

Many of the projects proposed will involve the BID company and rate payers working together with many organisations in Drogheda and collaborating to make the projects happen. This means conducting business in a positive, respectful and constructive manner.

The key to a successful city or town is working together – collaboration. The more a city collaborates, the more things happen. The Fleadh Cheoil was a monumental success that was built on a foundation of collaboration.



Fitz Scientific – sourcing world class talent living in Drogheda

BID Proposal Preparation and Scoping

In preparing our BID proposal we engaged with many of Drogheda's rate payers. We had one to one meetings, and held a number of rate payer workshops. We had regular working group meetings, and updates were circulated to a growing number of Drogheda rate payers.

We also consulted with all of the existing BID companies in Ireland. We have met with the key people and listened to their story to date. We listened as they told us what worked and what didn't work.

One of our first initiatives was to ask Drogheda rate payers what are their top 10 things they want from a BID. We received lots of great ideas and suggestions and have collated them into proposed projects. Some cost money and require resources, but we found that many did not cost anything, other than people's time and collaboration.

Drogheda's BID proposal comes in a long line of Business Districts that have been set up throughout the world in small towns and large cities. To date 5 BID companies have been set up in the Republic of Ireland, with Waterford, Ennis and Kilkenny coming behind Drogheda.



Drogheda's Night Life - Purple Flag, events and tourism initiatives

Proponents of the LOVEDROGHEDA BID

Proponents of the Drogheda Business Improvement District are:

- Ursula Clarke An Garda Siochana, Drogheda
- Geoff Fitzpatrick Fitz Scientific
- Niall Kierans Kierans Deli
- Jackie Jolliffe The Crafty Fox
- Declan Kierans The Pain Factory
- Valerie Sherlock The Westcourt Hotel

Evolution of the LOVEDROGHEDA BID Proposal

In 2008, a number of Drogheda rate payers came together to look at the possibility of setting up a BID. At the time the BID area was defined as parts of the city centre, north and south of the river Boyne. The proposal received some support, but did not proceed for a number of reasons.

In 2011, Local Heroes, an initiative developed by Drogheda Chamber of Commerce and RTE ran a series of programmes looking at Drogheda and how the City could come together and rebuild. With 8,500 people out of work, the City was in a serious economic depression. A number of projects arose from this initiative:

- Bring Fleadh Cheoil na hEireann to Drogheda
- Maritime Festival
- Boyneside Trail – the development of a 17km cycleway from Mornington to Bru na Boinne along the Boyne.

In 2018, Fleadh Cheoil na hEireann came to Drogheda, bringing 500,000 visitors to the city and relighting a renewed community spirit through collaboration with a multitude of organisations and Louth County Council.

Arising from this a number of Drogheda rate payers came together to assess the possibility of setting up a Drogheda BID. In October 2018, a decision was made by a working group of Drogheda rate payers to proceed with a Drogheda BID.

Company Structure

The Drogheda Business Improvement District CLG is a company limited by guarantee formed in November 2018, Company Number 638263. The constitution of the company sets out the objects of the company, which in summary are:

- ◇ To organise and run a BID in Drogheda
- ◇ To implement and manage the BID in accordance with the Local Government (Business Improvement District) Act 2006
- ◇ To ensure that each project, service, and work under the scheme is carried out in accordance with the Local Government (Business Improvement District) Act 2006
- ◇ To carry out the functions of the Company in accordance with the Local Government (Business Improvement District) Act 2006

The constitution also sets out the requirements on the following:

- * Conduct of meetings
- * Votes of members
- * Number of directors and make up of the board
- * Powers and duties of directors
- * Rotation of directors
- * Proceedings of directors
- * Appointment of Secretary



Stafford's Deli & Izmo Gelato, 3 generations of enterprise

LOVEDROGHEDA Business Improvement District Proposal 2020—2025

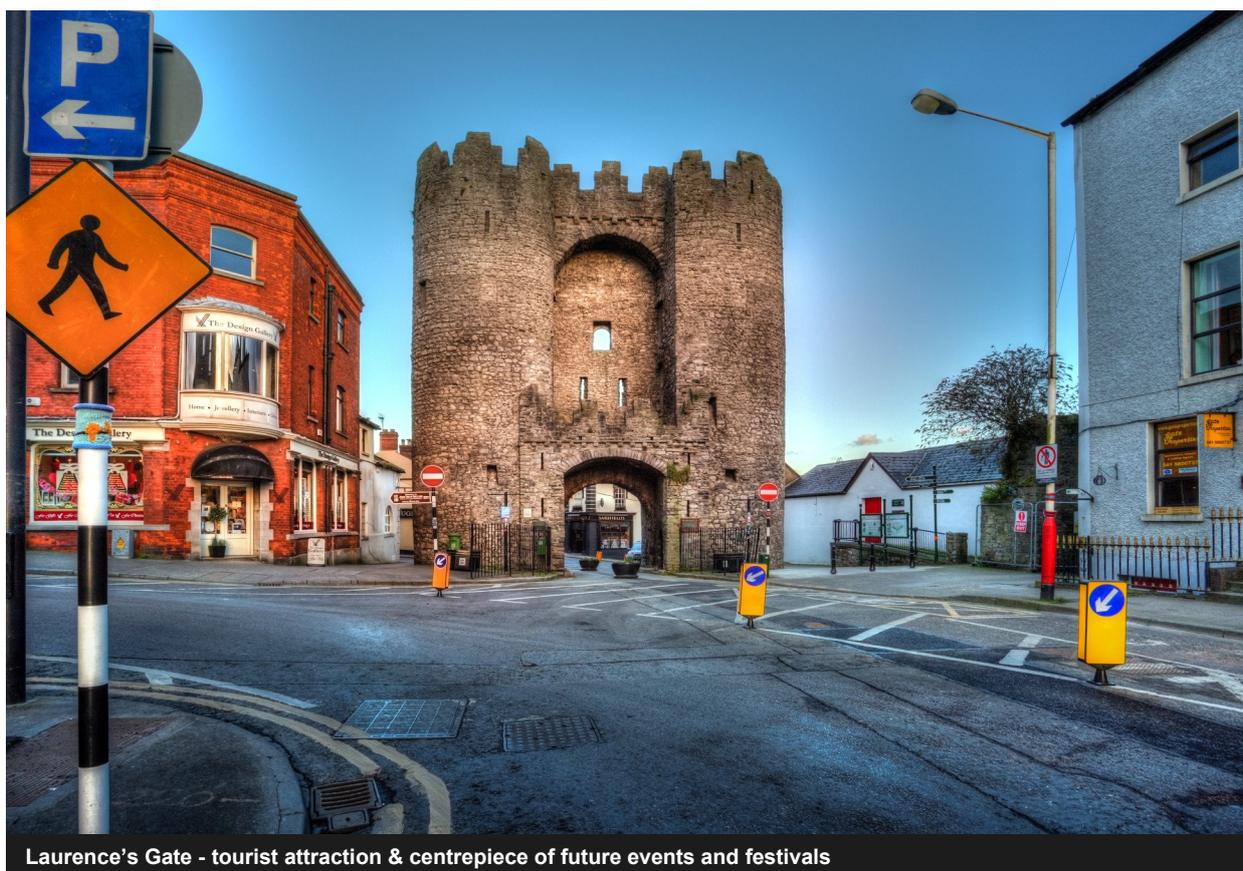
- * Accounts
- * Requirements for notice to members

An interim board was appointed on incorporation. All members of this board will resign and a new board will be appointed, if and when, the BID has been successful.

The company shall have a board of not less than 6 members and no more than 12 and at least two thirds of those directors shall be rate payers or representatives of rate payers. As the Company has less than 13 board members under S.129B of the 2006 Act, the rating authority is entitled to have 2 representatives on the board of the Company. One of the representatives shall be selected by the elected Council of the rating authority and one shall be selected by the CEO of the rating authority.

The interim board are in discussions with Drogheda Chamber of Commerce regarding a future collaboration agreement.

The board of directors can appoint executives and enter into contracts to carry out the day to day executive duties of the Company.



Promotion of the LOVEDROGHEDA BID Proposal to Date

From September 2018 the working group have had ongoing engagement with a large number of Drogheda businesses. This has involved one to one and group meetings. The working group have also held a number of meetings with Drogheda business representation bodies including the Drogheda Chamber of Commerce and a number of retail groups in the City.

The working group have also met with the following voluntary bodies:

- Drogheda Tidy Towns
- Drogheda Tourism Office
- Drogheda Garda station
- Drogheda Christmas Lights Committee

In November the working group held a number of workshops in the Westcourt Hotel and invited all Drogheda rate payers to attend. Over 100 rate payers attended the workshops where the working group shared their vision of the BID company and the potential for Drogheda, if the BID was a success.

The working group had ongoing communication with all other BID companies in Ireland and did recci visits to Dundalk, Sligo and Dublin Town. We also received assistance and advice from Sven Spollen at the Small Firms Association and consultant for Sligo, Sandyford and Dun Laoghaire BID proposals.

We also attended and presented at a number of town hall meetings organised by local councillors.

The promoters of the Drogheda BID proposal have developed a brand – Love Drogheda. This brand will be used to promote the BID up to and during the plebiscite.

The promoters have budgeted to invest set up costs of E24,500 in the following:

- A 12 week BID promotion campaign from Monday 10 June 2019 to Friday 30 August 2019.
- Set up lovedrogheda.ie website
- Set up lovedrogheda social media on Facebook, Instagram and Twitter
- Print up flyers and distribute to all rate payers
- Local press engagement with all local media channels
- Meet with local representatives – Drogheda Councillors, TD's, Senators and local political bodies.
- Meet with all representative bodies, such as Drogheda Tourism, Tidy Towns, Drogheda Chamber of Commerce, Drogheda Arts Week, Vintners Federation, trad-



Clarke's Bar - aa institution serving Boyne Brewhouse Ale & Listoke Gin

LOVEDROGHEDA Business Improvement District Proposal 2020—2025

ing groups, local event companies and event organisers.

- Engage with all rate payers
- Host a number of additional rate payer workshops

We have held meetings with all Drogheda councillors seeking their support on the development of Drogheda BID.

LOVEDROGHEDA BID Sponsors

- ◇ Stafford's Deli
- ◇ Kierans Deli
- ◇ The Crafty Fox
- ◇ Brian Browning and Clarkes Bar
- ◇ Scotch Hall Shopping Centre
- ◇ VCL Consulting Engineers
- ◇ The Westcourt Hotel
- ◇ Inkerman Technologies
- ◇ Fitz Scientific
- ◇ Pause Photography
- ◇ Spudgun Design



Viaduct bridge - bringing rail transport to Drogheda for over 160 years

LOVEDROGHEDA BID Enactment Date

The proposers expect the BID to be enacted, depending on the plebiscite, and a resolution being passed by at least one third of the members of Louth County Council by January 2020. The LOVEDROGHEDA BID will be enacted for a period of 5 years.

The chargeable period will begin on the commencement date, in accordance with the Act. Subject to the plebiscite and elected members vote, it is proposed that the commencement date would be 1 January 2020.

Baseline Services – Supplied by Louth County Council

Louth County Council / Irish Water base lines services for water and waste water

Public water services, involving the supply of drinking water and the collection, treatment and disposal of wastewater, provision and maintenance of the public water and sewer networks.

Surface water drainage systems

Surface water drainage systems are cleaned on an ongoing basis. There is a budget allocated each year which is spent mainly on gully cleaning.

Recycling Functions and Bring centres

Recycling facilities, waste to energy facilities, litter management, street cleaning and waste regulation enforcement.

Bring Centres (Bring Banks) - there are 8 sites in total. They are emptied once a week.

Northside

- Murdock Car Park
- Mell Car park
- Bolton Square Car Park
- King Street Car Park

Southside

- Ballsgrove Shops
- IDA Road
- Wheaton Hall
- Old Hill



Floral fixtures, maintenance and watering

Louth County Council have a collection of about 400 hanging baskets and 300 window boxes all of which were planted

and grown by Parks Staff and required watering and feeding/care from the end of March to end of September. Watering was required every day in the glass house, and they are watered every week when out on the streets.

Road Maintenance and Safety

Ongoing maintenance and improvement, public lighting, traffic management, car parking facilities.

Enterprise and Economic Development

Development management, economic development and promotion, enterprise development, development management, community and enterprise function.

Event management and funding – Maritime and Fleadh Cheoil na hEireann

Town Maintenance

Street cleaning, management of derelict buildings, signage and road markings.

Those terms of the scheme that may be altered from time to time by consent of Louth County Council

The proponents on the passing of a resolution may seek the agreement of Louth County Council to alter the BID proposal / scheme, which was originally adopted by Louth County Council. Such amendments however must be compatible with the ethos of the original scheme.

Proposed Business Improvement District Area

When reviewing the proposed BID area, the promoters included all areas in the Old Drogheda Borough, Co Louth. They also wanted to include all future areas that could potentially become part of Drogheda City in the next 10 years, These include areas such as the proposed Sienna Valley developments. We defined the area boundary by roads.

Under the current legislation it is not possible to include 2 rateable authority areas in the one BID district.

Please refer to attached map Appendix 2.0 for the proposed BID area.

As of 25th April 2019 there were 1,554 rateable properties on the Louth County Council register for the proposed BID area.

Annual BID Contribution Levy

The Annual BID multiplier is calculated as follows:

A + B

C

A = Annual BID Contribution determined by the BID Company pursuant to Section 129L(2) (ie €399,924)

B = Total of all estimated costs that the rating authority expects to incur over the next chargeable period – (currently set at €0, as the costs are already included in the budget expenditure figures.)

C = The aggregate valuation of all rateable properties in the relevant BID district (ie €179,943.56)

Therefore, the Annual BID multiplier = $\frac{€399,924}{€179,943.56} = 2.222$

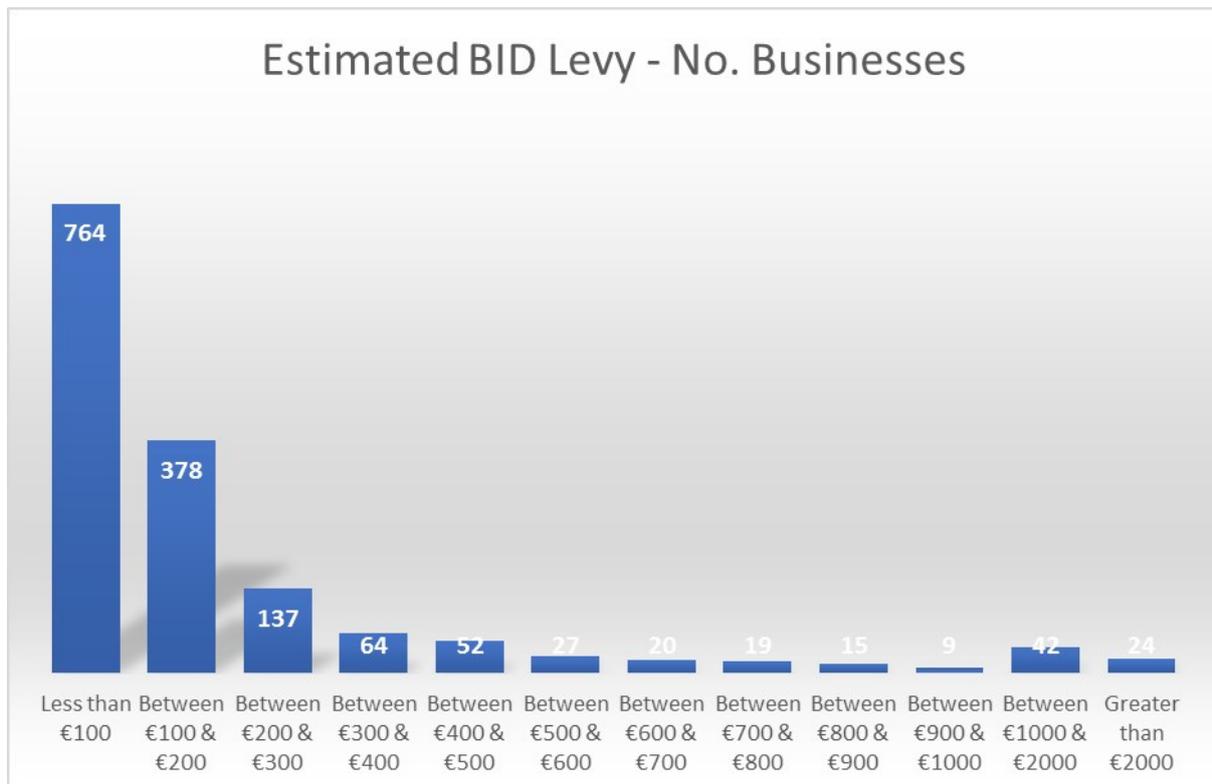
For any rate payer to determine their Annual BID contribution levy they take their commercial valuation as per their rates bill and multiply by 2.222.

For example, if your commercial valuation is €65.00 for your property your annual BID contribution levy will be $€65.00 \times 2.222 = €144.43$.

This will equate to an additional contribution of between 3.47% and 3.8% of your existing rates bill.

Annual BID Contribution Calculation

	Valuation Liabile for Rates	Bid Multiplier	Annual BID Contribution
	€ 20.00	2.22	€ 44.40
	€ 40.00	2.22	€ 88.80
	€ 60.00	2.22	€ 133.20
	€ 80.00	2.22	€ 177.60
	€ 100.00	2.22	€ 222.00
	€ 120.00	2.22	€ 266.40
	€ 140.00	2.22	€ 310.80
	€ 500.00	2.22	€ 1,110.00
	€ 1,000.00	2.22	€ 2,220.00



Estimated BID Levy Contribution

49.2% (764 businesses) of Drogheda businesses will pay less than €100 per annum.

82.5% (1,279 businesses) of Drogheda businesses will pay less than €300 per annum.



Serving quality, fresh seafood for over 75 years - Early risers Kirwan's Fish Cart

LOVEDROGHEDA Business Improvement District - Budget

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
BID Levy	€ 399,924	€ 399,924	€ 399,924	€ 399,924	€ 399,924
Other Income	€ 20,000	€ 45,000	€ 50,000	€ 55,000	€ 60,000
Total Revenue	€ 419,924	€ 444,924	€ 449,924	€ 454,924	€ 459,924
Expenditure					
Tourism Development	€ 40,000	€ 41,000	€ 45,000	€ 45,000	€ 45,000
Town Infrastructure <small>note 1</small>	€ 72,000	€ 90,000	€ 89,500	€ 88,500	€ 90,000
Enterprise & Business Development	€ 30,000	€ 45,000	€ 43,000	€ 43,000	€ 43,000
Skills & Training Development	€ 5,000	€ 5,000	€ 5,000	€ 5,000	€ 5,000
Events & Culture	€ 15,000	€ 18,000	€ 22,000	€ 33,000	€ 34,000
Loan Repayments	€ 10,000	€ 2,000	€ 2,000	€ 2,000	€ 1,000
Overheads					
Payroll	€ 99,000	€ 101,475	€ 104,012	€ 106,612	€ 109,277
Office Overheads	€ 9,000	€ 9,000	€ 9,000	€ 9,000	€ 9,000
Accounting / Insurance	€ 7,500	€ 7,500	€ 7,500	€ 7,500	€ 7,500
Other Costs / contingency	€ 7,847	€ 8,620	€ 9,433	€ 9,682	€ 10,366
Bad Debt Provision	€ 99,981	€ 91,983	€ 87,983	€ 79,985	€ 79,985
Collection Costs	€ 11,998	€ 11,998	€ 11,998	€ 11,998	€ 11,998
Expenditure Total	€ 407,326	€ 431,576	€ 436,426	€ 441,277	€ 446,126
Sinking Fund	€ 12,598	€ 13,348	€ 13,498	€ 13,648	€ 13,798
Total	€ 419,924	€ 444,924	€ 449,924	€ 454,924	€ 459,924
Balance	€ 0	€ 0	€ 0	-€ 0	€ 0
Balance Carried Forward	€ 0	€ 0	€ 0	€ 0	€ 0
Sinking fund Carried Forward	€ 12,598	€ 25,945	€ 39,443	€ 53,091	€ 66,889
Bad Debt Provision %	25%	23%	22%	20%	20%

Assumptions

Other income will be sourced from government grants and sponsorship

Town infrastructure - Christmas lights, footfall counters, town watch infrastructure, Wi Fi hotspots, additional flower development, tidy towns

Events & Culture - Purple flag investment

Enterprise & Business Development - Marketing material, branding, videos, exhibitions, trade events

Jobs, Enterprise & Technology Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Footfall counters	Locate footfall counters in key retail / visitor locations. Measure number of shoppers / visitors	Drogheda Chamber of Commerce Failte Ireland / Louth Leader	1 yr - 18 mths
Business Metrics	How many rateable businesses? What type of business? what businesses do we want to attract and develop? How many new businesses opened? What businesses are closing? Future growth development	Drogheda Chamber of Commerce The Mill – Drogheda Enterprise Centre	1 yr – 18 mths
Drogheda Enterprise Development Plan—DEDP	To assist in the development of DEDP in accordance with strategic objective 1 of the North East Regional Development Plan to 2020. To critically assess land, capital and labour requirements for Entrepreneurs in Drogheda – assess the gaps and put measures in place to fill them.	Drogheda Chamber of Commerce The Mill – Drogheda Enterprise Centre Louth LEO Enterprise Ireland IDA Louth County Council	5 years
Drogheda’s Migrating Workforce – 6,000 each day	How do we get people traveling to work in Dublin every day to work in Drogheda? How many migrant workers in Drogheda. What areas do they work in? What resources do they need if they were to consider working in Drogheda? How can we get their companies to relocate to Drogheda?	Drogheda Chamber of Commerce The Mill – Drogheda Enterprise Centre Louth LEO IDA Ireland	5 years

Jobs, Enterprise & Technology Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Migrant Entrepreneurs	Make Drogheda a welcoming place for migrant entrepreneurs from all over the world, who come set up business and create jobs. Connecting with migrant enterprises. Availability of interpreters.	The Mill – Drogheda Enterprise Centre Enterprise Ireland IDA LEO	5 Years
Pursuit of Higher Education development in Drogheda	Assist in making Drogheda a University or I.T town. Development of university links and third level skills development – national and international.	Dept of Education DKIT / DCU	>5 Years

Tourism & Lifestyle Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Quick Fix Tourism Projects	Explore the possibility of tourism infrastructure quick fixes.	Drogheda Tourism Office Louth County Council Drogheda Chamber of Commerce Failte Ireland Louth Leader	1 yr – 18 mths
Assist in the promotion of Local Arts & Culture	Promotion of local arts, culture, music events to create a greater sense of place. What is Drogheda and why is it different? Giving the people of Drogheda pride in where they are from and visitors an authentic sense of place	Droichead Arts Centre Highlanes TLT Barlow House Classical Music Series Amergin Artists Co Op	1 yr – 18 mths
Assist in the development of Active Drogheda	Get more people walking, cycling, running, swimming. Promotion of local Active Drogheda calendar every day and every week. Encouraging people to get out, socially engage and feel good about themselves and where they live. More bike lanes – less cars –	All Drogheda sports clubs Leisure Centres	1 yr—18 mths
Review and Co ordination of hospitality offering to Drogheda’s tourists	Review and co ordination of hospitality offering to Drogheda’s tourists—identify current infrastructure, tourist numbers, what are growth targets and how do we achieve them? BID would make ongoing investment and commitment to review. Bed metrics	Drogheda Chamber of Commerce Failte Ireland Louth Leader	5 Years

Tourism & Lifestyle Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Review and lobby on the feasibility of developing hotel investment incentives	More hotel rooms – develop investment incentives to create more hotel rooms and inward hotel investment in Drogheda. Review of potential sites.	Dept of Finance	5 Years
Assist in the review of the potential to illuminate additional historical buildings	Explore the practicalities of illuminating buildings of historical and architectural significance—capital and running costs—looking at funding mechanisms through corporate sponsorship.	Louth County Council	1 year – 18 mths
Review of Drogheda Attractions	The amenities and historical attractions are made “Attractions” and are presented to their full potential.	Drogheda Tourism Office Old Drogheda Society	1 year – 18 mths
Assist in the development of existing and future festivals	Assist in the development of a festival that is exclusive to Drogheda. Something that is sustainable and can grow year	Drogheda Vintners Hotels Hospitality Industry	1 year – 18 mths
Boyneside Trail / Boyne Greenway Integration	To encourage the setting up of ancillary businesses in Drogheda—bike hire, B&Bs, Coffee Shops, tourist services	Boyneside Trail Committee Meath County Council Fingal County Council	5 years
Review potential uses of river Boyne	Longer term would like to see more use of our river with perhaps river taxis, nature trails, tourist routes – to and from Oldbridge, Slane, Navan, Boyne Estuary? Tap into the legends e.g. Salmon of Knowledge. A Boyne Blueway	Failte Ireland OPW Parks and Wildlife Service	5 Years

Tourism & Lifestyle Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Review of potential to develop other Sports Events – Bellewstown Races, Laytown Races, Walking Festivals, Fishing	Development of events around other sports events, promote and develop those that are successful	Failte Ireland Drogheda on the Boyne Bellewstown Race Committee Laytown Race Committee	2 years



Retail & Town Centre Projects

Project	Action	Proposed Collaboration Partners	Proposed Timescale
Shop Local	Shop local campaign – voucher system to encourage people to shop with local retailers and keep money in local economy	Drogheda Chamber of Commerce	1 yr – 18 mths
Christmas Lighting	To make additional ongoing annual investment in Christmas Lighting a first priority. Christmas lights to be totally reformed and enhanced.	Louth County Council	1 year – ongoing investment
Assist in the development of floral window boxes for commercial properties	Assist in the establishment a subsidised scheme for Floral Window Boxes / Baskets throughout the Town – Blooming Drogheda Partner.	Louth County Council Drogheda Tidy Towns	1 year
Removal of building weeds on commercial properties	Annual removal of Weeds / Overgrowth etc from facades Gutters	Drogheda building owners	1 year
Assist in the development of Town Watch	Town watch – security development with Gardai - Anti social behaviour and loitering is eradicated completely through extra Gardai. Improved access and communication with Gardai.	An Garda Siochana CCTV	1 year to start up - ongoing
Westgate Vision Engagement	Have an active role on behalf of Drogheda rate payers on the development of Westgate Vision – to optimise employment opportunities, local business opportunities and future planned development of our city.	Louth County Council The Mill – Drogheda Enterprise Centre Drogheda Tidy Towns Drogheda Chamber of Commerce	5 years
Assist in Drogheda obtaining Purple Flag status	Assist in the implementation of the Purple Flag initiative to revitalise the evening / night time offering. Improve the nightlife, more European feel. Drogheda feels empty and unsafe at night.	Drogheda Vintners Drogheda restaurants Drogheda Chamber of Commerce	1 year – 18 mths

Retail & Town Centre Projects

Project	Action	Collaboration Partners	Proposed Timescale
Campaign for zero tolerance ASB	Safety is a big concern. Zero tolerance on Anti-social behaviour. More CCTV. More Garda presence. Direct access/contact to Garda	An Garda Siochana	1 yr – 18 mths

Environmental Projects

Project	Action	Collaboration Partners	Proposed Timescale
Awareness on City Carbon Reduction	Awareness campaign for City Carbon Reduction 5 Year Plan	All	5 years



The North Quay, home to Harpers, Salt House, The Mariner, Casanova , coffee shops, bars and restaurants

Proposal Assumptions

Our proposal is a forward looking statement. It is not a historical fact.

The enactment of the LOVEDROGHEDA BID is a future event and may or may not happen.

All proposed projects are based on the submissions and suggestions of Drogheda Rate Payers.

Based on the submissions and suggestions of Drogheda's rate payers we have used our best effort and judgement to predict a budget over the next 5 years.

We have listed proposed collaborative partners for each of our proposed projects. We have not discussed these projects in detail, or agreed any financial terms with the proposed partners. Nor have we agreed any resources or finance with proposed collaborative partners. We have not received the consent or permission of the proposed collaborative partners to in anyway participate in these projects, nor have we written agreements in place for funding.

Such proposed partners may decide, in the future, not to participate in the projects.

All proposed projects are based on the principle of additionality. They do not replace any existing services or activities carried out by proposed collaborative partners.

The company's interim board will be replaced, if the BID is enacted. Should the BID be enacted a full board as outlined in the Company Structure section will be appointed. This board will be responsible for the management and completion of projects.

We will use our best effort and resolve to complete all proposed projects, if the BID is enacted.

For unforeseen reasons, some of the proposed projects may not be completed.

Appendix 1.0

Current List of each rateable property within the proposed BID.

Thank you and keep in touch

Thank you to all the people and businesses that assisted in getting this proposal together. Thank you to Louth County Council for facilitating the proposal and assisting in getting key data together for our application. Thanks also to all the organisations, business groups that we worked with over the last number of weeks.

We will be working on setting up our website and social media accounts in the coming weeks, getting out to a wider audience, and will have lots of updates as we progress to plebiscite.

All Drogheda rate payers are welcome to join our working group. If you would like to get involved in the LOVEDROGHEDA BID project, please e mail us at droghedabid@gmail.com.

Let's make this happen.



Contact Us

LOVEDROGHEDA

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