

NEWSLETTER

SPRING
2025

ENNISKILLEN GIFT CARD

Annual sales of **£250,000**
That's an average £20,000 monthly
sales of the Enniskillen Gift Card!

To maximise the customer experience and for
your business to get a share of this revenue...

- » Ensure that staff are trained on how to process the Enniskillen Gift Card. BID can provide training materials.
- » Display your window sticker and strut card.
- if you dont have one message Noelle! 07738491832
- » Mention the Enniskillen Gift Card in your social media posts.
- » Tell everyone that you accept the Gift Card and they will come spend it with you!

The Enniskillen Gift Card keeps money in Enniskillen and in your business.
WE NEED TO MAKE IT A GREAT EXPERIENCE FOR EVERY CUSTOMER!

SALES £1.1 Million



Enniskillen Gift Card balances
can be checked via the QR code
at the back of the card.

Enniskillen Gift Cards can be manually inputted
into card terminals, all the information
is listed on the back.



ENNISKILLEN SUSTAINABILITY PROJECT

Enniskillen BID have secured **€20,000** from Community Climate Action Funding.

Enniskillen BID will work to make Enniskillen a more sustainable town, firstly by
trying to reduce the amount of single use plastic and coffee cups that we use.

Installation of **TWO
WATER STATIONS**
will commence this
Spring. One inside The
Buttermarket and one
at the entrance to Eden
Street will allow locals
and visitors to refill
their water bottles.

Enniskillen BID will purchase
REUSEABLE COFFEE CUPS
and gift to cafes who
currently offer takeaway hot
drinks. When cafes offer
reusable coffee cups, they are
offering customers a more
sustainable option but also
saving £100's every week!



Let's work together to make Enniskillen a more sustainable and eco friendly town!

Enniskillen BID supporting EVENTS

Enniskillen is so lucky to have groups that organise events like St Patrick's Day, Spooktacular, Irish Fly Fair, Enniskillen Drama Festival and many more!

WE SUPPORT THESE EVENTS AS THEY BRING HUGE ECONOMIC BENEFIT TO YOUR BUSINESS AND PROMOTES ENNISKILLEN IN SUCH A POSITIVE WAY.

In 2024 Enniskillen BID secured funding from Encirc to bring the Fireworks back and

WE WILL WORK WITH ENCIRC AGAIN IN 2025!

Another action packed week of family fun this October will generate a great atmosphere and more footfall.

ENNISKILLEN HALLOWEEN 2025 FESTIVAL IS CONFIRMED!



Enniskillen BID improving accessibility...

Enniskillen BID are working with groups and ambassadors to improve accessibility and inclusion and improve the customer experiences of people with disabilities across our community.

During 2025 we will be supporting many projects including:

The purchase of an **access hoist** by **Blue Green Yonder** at Castle Island. This will improve access for people with physical disability wanting to access canoeing on the water around Enniskillen.

Developing **pictorial food and drink menus** in cafes, an incentive by **Fresh Focus**.

Celebrating Purple Tuesday, a global social movement supporting organisations to become more accessible for disabled customers. local speaker Shelley Cowen has been appointed the first Purple Tuesday Ambassador for Northern Ireland.



MURALS

THE BECKETT MURAL WILL BE PAINTED IN EARLY MARCH ALONG THE SHORE ROAD.

Another iconic figure with a link to Enniskillen that will brighten up a wall and provide more reason to visit our town.

Discount Days

Enniskillen Discount Day on Friday 1st November 24 was very successful. Some businesses reported it being their best trading Friday of the year.

Enniskillen BID will organise more Discount Days in 2025. Get in touch with ideas of how we can make these days as successful as possible.

ENNISKILLEN BID WORKING FOR YOU EVERY DAY: IDEAS AND PROJECTS THAT IMPROVE ENNISKILLEN ARE ALWAYS WELCOME.

