

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

NOVEMBER 2016 NEWSLETTER



WELCOME!

There have been lots of developments at Belfast One since our last newsletter! We're thrilled to announce our Belfast One Ambassadors are now on the streets of the City Centre and, following an extensive tender process, we have appointed ISL Waste Management Ltd as the provider for our trade waste and recycling scheme. These were two key projects outlined in our business plan and we are confident they will be of huge benefit to our City Centre and Belfast One members.

With Christmas just around the corner our Christmas promotional campaigns are also in full swing, with an overarching goal to drive footfall into the City Centre at this key time of year for the retail and hospitality industries.

Read more about our new projects below, as well as updates on our existing ones across our key areas of promote, enhance and support.

INTRODUCING THE BELFAST ONE AMBASSADORS



November saw our Belfast One Ambassadors officially hit the streets of the City Centre!

Our four ambassadors will act as a direct contact for Belfast One businesses as well as providing a warm welcome to visitors, a hub of information and become the faces of Belfast City Centre.

The ambassadors are working their way through visiting every Belfast One business, but if you would like to schedule a visit to your business call on 07970 507 087.

Ambassadors L-R: Sarah, Curtis, Shanda, Jonathan.

TRADE WASTE AND RECYCLING SCHEME OFFICIALLY LAUNCHED



We are delighted to announce that following an intensive tendering process Belfast One have secured ISL Waste Management Ltd to deliver a new trade waste and recycling initiative in the city centre.

The first of its kind in Northern Ireland, this initiative aims to improve the quality and cost of waste and recycling collections for our businesses. We have been able to negotiate a price and standard of service, based on the buying power of some 750 businesses. There is no obligation to change your provider – but if there is a potential to save money then it's definitely worth a conversation!

Quality of service is a top priority too, and ISL have shown they are committed to providing a top notch package. Barry Donaghy, Director of ISL said "We place great importance on the quality of our service because we recognise the value customers place on reliability and the fact that we represent them in contributing to a clean and environmentally friendly streetscape."

One Belfast business owner, who has already secured savings, said of the scheme:

"Not only did signing up with ISL save us 50% on the cost of our bin collections, but from day one they have provided an excellent service with the bonus of never having to deal with a call centre."

Bob McCoubrey
Owner of Mourne Seafood Bar

This type of initiative has been very successful in other BIDs across the UK, and we are confident we can replicate this in Belfast.

Get in touch with the Belfast One team to find out more by emailing info@belfastone.co.uk or call 028 95 216 956.

TELL US YOUR PLANS FOR SMALL BUSINESS SATURDAY

Small Business Saturday is taking place on 3 December 2016 across the UK. If you're a small business, let us know if you will have any special offers or activities to mark the day and we will promote them on our Facebook page and website.

You can also download a Small Business Saturday marketing pack for your business at smallbusinessaturdayuk.com.

COULD YOU BE SAVING ON YOUR WATER BILLS?

The Consumer Council can offer your business a free Water Bill Health Check. This will provide you with a simple breakdown and explanation of your water bill, ensuring that you are being billed correctly and will help identify opportunities for you to save money. If appropriate for your circumstances then they can also provide some water efficiency advice.

Additionally, as a rate payer your business could be eligible for a domestic allowance of £522.54 per year on your water charges.

For your free Water Bill Health Check or to find out if you're eligible for a rebate please email Andrew Culbert at watechampions@consumercouncil.org.uk.

All of the services provided by The Consumer Council are free and they do not attempt to sell products or additional services.

GET INVOLVED WITH BELFAST'S BIGGEST EVER CHRISTMAS MARKETING CAMPAIGN



Belfast One are working together with Visit Belfast, Belfast City Council and Belfast Chamber of Trade and Commerce on this year's Christmas marketing campaign for Belfast.

The campaign went live in mid-November, targeting consumers in Northern Ireland and the Republic of Ireland. Promotional channels including TV, email marketing, social media, radio, outdoor advertising, digital display advertising and PR will raise the profile of Belfast as a destination this Christmas to drive footfall.

There will also be a push to drive

traffic to the campaign page on visitbelfast.com where a range of festive events and offers will be listed. If you have any festive offers, events or activities taking place that you would like to be promoted please let us know by emailing julie@belfastone.co.uk.

Additionally, Belfast One are running several other Christmas marketing campaigns including;

- A joint promotion with Translink in local press to promote Belfast and the ease of access getting into the city from across Northern Ireland.
- A social media parking campaign.
- A competition on Q Radio to promote Belfast at Christmas.
- Producing a social media video promoting the Belfast One area at Christmas

There will also be promotions running across our website and Facebook page throughout December.

MEET THE BOARD - BOB McCOUBREY, MOURNE SEAFOOD BAR



1. Why do you think Belfast is a great city?

I'd have to say its size, location and recent history. Everywhere in the city is accessible by foot or by bike as it is such a small compact city on the coast and surrounded by beautiful countryside. It is a city with a can do attitude as we try to put our recent past behind us.

2. What is your top Belfast hidden gem?

My hidden gem in Belfast would be Kelly's cellars bar. It is a genuine city bar with a rich mix of customers, great music and a great pint of Guinness!

3. Where's your favourite place to eat in Belfast?

Unfortunately I don't get much time to dine out in Belfast, but if I'm not grabbing a quick lunch in Mourne

Seafood Bar I enjoy the Cuban Sandwich Factory on Fountain Street.

4. What other city in the world do you love?

I love Madrid. It has wonderful history and architecture to see during the day, with buzzing nightlife after dark. I usually finish off a night out with a visit to the fish market.

5. What do you like to do outside of work?

I manage to play golf badly and love horse-racing. We are blessed to have two great racetracks - Down Royal and Downpatrick - on our doorstep. Anyone who hasn't been should put it on their to do list.

6. What's been your highlight of 2016 so far?

The NI Year of Food and Drink. One of the strengths of the city is the number of independent coffee shops, cafés and restaurants and in the past we haven't celebrated our local food producers and restaurants enough. Hopefully the Year of Food and Drink will help raise recognition for what these independents bring to the city and support for them.

PROJECTS UPDATE

PSNI CITY CENTRE BEAT

The officers are now delivering information leaflets and their business cards to all businesses in the Belfast One area. If you require their assistance please call **07795 607 576**.

AUTUMN SOCIAL MEDIA VIDEO

The launch of our first promotional video for Belfast One saw a great reaction on Facebook, with 70,000 views!

FIVE WAYS TO SAVE WITH BELFAST ONE

We have compiled a five-step guide to how your business can save with as a member of Belfast One. Our ambassadors will be delivering a handy flyer or view it on our website at BelfastOne.co.uk/members-area.

FEATURE YOUR BUSINESS ON OUR WEBSITE AND SOCIAL MEDIA

Our new website, BelfastOne.co.uk, and Facebook page are now up and running.

If you would like us to profile your business or promote your offers/products email julie@belfastone.co.uk.