









BELFAST
ONE BUSINESS
IMPROVEMENT
DISTRICT

YEAR THREE ANNUAL REPORT 2018-19



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### **Belfast One BID**

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BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

### **WELCOME!**

It's hard to believe we are now more than halfway through our first five year BID term. Over the last three years we have achieved much of what we set out to do in our 2016-21 Business Plan; but we still have some exciting and ambitious projects left to deliver in the next two years.

Again in 2018/19 we have continued to focus on our key themes of Promote, Enhance and Support with our mission 'to transform Belfast City Centre into a clean, safe, bustling twenty-four-hour culture full of people loving it', at the forefront.

In August 2018 the devastating fire at Bank Buildings brought an entirely new set of challenges to the City Centre. We immediately went out with an advertising campaign, One Belfast, to say Belfast is open for business. We worked closely with our partners in Belfast City Centre Management, Belfast Chamber, Destination CQ BID and Belfast City Council to try to ensure the recovery effort was as valuable to businesses as possible. We continue to work with these partners on helping shape the longer-term recovery strategy.

Year Four will see the delivery of some new and exciting projects including a Gift Card for the BID area; free monthly training workshops for members; and a new improved Ambassador scheme working with our partners in Visit Belfast.

I said this last year but please do get involved with your BID, we can only be successful with input and buy-in from our member businesses. So, contact us and find out how we can help your business!

Thank you

Clar Magnine

Clare Maguire, Managing Director



# A NOTE FROM THE CHAIR



I was delighted to continue as the Chair of the Belfast One Board in Year Three, and continue to work with such a fantastic mix of City Centre business people on the Board of Directors to make our five year business plan come to life.

Our Year Three achievements are presented in this report, including details of the new projects and events which were launched, as we now look ahead to build an even better year of innovation, investment and partnership.

The second half of 2018 proved to be challenging for the City Centre following the Bank Buildings fire in August, and the Belfast One Board and team have been working closely with Belfast City Council and other statutory agencies to represent the voice of our members, as well as keep you informed of the latest information regarding the recovery. Myself and Clare, our Managing Director, continue to sit on the business recovery group and throughout 2019 will continue to provide updates to you on the ongoing situation. In response to the impact of the Bank Buildings fire we have delivered several marketing campaigns to encourage visitors back to the City Centre, and will continue to do so over the course of Year Four.

We have continued to work in partnership with the two other Belfast BIDs, Destination CQ and Linen Quarter, to make the whole of the City Centre a better place. This has included partnering on our ISL Waste Management project to deliver a better service to businesses and keep the city cleaner. The latest project which we are working together on is to achieve Purple Flag status for the three BID areas. This is an accreditation for the evening economy and lets visitors and investors know that our city has a safe, vibrant and diverse evening offer.

In our Promote projects, Belfast Restaurant Week in February 2019 proved hugely successful for the city, generated £151,000 for the local hospitality industry, and increasing profits year-on-year by 59%.

Our Belfast One mission "to transform Belfast City

Centre into a clean and safe bustling twenty-four hour culture full of people loving it" has become even more pertinent following the difficult 2018 that the city faced and we will continue to strive to achieve this through our various initiatives across the Promote, Enhance and Support project areas.

It is a pleasure to act as Chair for another year. I am very much looking forward to working with everyone to deliver and extend the possibilities of our remaining four plan, with all businesses feeling the benefit and creating a city centre of which we can all be proud. I would like to thank Stephen Mewha (Vice Chair) and the Belfast One Board and team for the dedication, energy and passion they have provided in support of delivering our five year business plan.

I would also like to thank you in advance for your continued involvement. We continue to seek more involvement from businesses to join our working groups and influence future projects. As business owners and managers, you are vital to shaping the future of the area and our work. If you would be interested in joining the working groups I would urge you to get in touch with a member of the Belfast One team. I look forward to another great year!



Liz Kerr, Belfast One Chair

### **BELFAST ONE BOARD MEMBERS**

Liz Kerr (Chair)
Stephen Mewha (VC)
Alan Braithwaite
Andrew Irvine
Chris Suitor
Georgiana Briota
Geraldine Duggan
Lisa Toland\*
Michelle Greeves
Nigel Skillen
Norman Maynes
Philip Gordon
Rachel Mathews

Tracey Morrow Wilson Walker Abacus Recruitment
East Belfast Mission
Suitor Bros
Cafe Parisien
Belfast City Centre Mand
Belfast City Council
Belfast Chamber
Diamond and Skillen
Translink
Bigger and Strahan
Deanes Restaurants
Ulster Bank
NI Transport Holding Co

# **PROMOTE**

Promoting Belfast City Centre to increase footfall for business, retail and hospitality



# **ADVERTISING CAMPAIGNS**

### **Different Nights advertising campaign**

Building on our 2017/18 Alive After Five campaign that encouraged people who worked in Belfast to stay in the City Centre after work to eat out, go late night shopping or listen to some live music before they go home, Different Nights was launched in August 2018.

This was a targeted campaign, showcasing what the City Centre has to offer to City Centre workers and commuters. There were over 100 creatives of offers, events and menus that spanned across Adshel Live, online and social media advertising.

The campaign was very successful, with 65% of people who saw the advertising saying they stayed in the City Centre after 5pm because of it.

### **One Belfast Campaign**

Ten days after the Bank Buildings fire, Belfast One launched **One Belfast**, a campaign dedicated to letting the public know that the City Centre was open for business and showcasing the businesses most affected. This ran across social media videos, print advertising, outdoor advertising on key commuter routes, and digital advertising.

### Your Belfast Christmas Campaign

In partnership with Visit Belfast, the Your Belfast campaign was a continuation of the Bank Buildings Recovery campaign launched by Belfast City Council and Visit Belfast in September 2018.

The campaign focused on retail and eating out, addressing one of the key Promote goals to drive footfall into the Belfast One area and restore consumer confidence in the City Centre following the fire. The Christmas campaign went live in mid-November, targeting consumers in Northern Ireland and the Republic of Ireland across TV, email marketing, social media, radio, outdoor advertising,

digital display advertising and PR to raise the profile of Belfast as a destination at Christmas to drive footfall.

The campaign generated **423,000 trips** to Belfast (day and overnight) and **£36.3m** to the local Belfast economy.

#### **Belfast One Elves**

The Belfast One Elves were back this Christmas, spreading festive cheer across the City Centre. Over 50 businesses were showcased as the elves filled Santa's sleigh across Belfast One, with the contents being given away every weekend on Cool FM for four weeks. Their adventures were documented across social media.

We also partnered with several social media influencers to show their fans their ideal Belfast day, featuring over 30 Belfast One businesses. This combined campaign elements saw a reach of over 2.7m across the four weeks, with over 410,000 engagements.

# MARKET RESEARCH AND FOOTFALL

Belfast One's consumer market research takes place continuously throughout the year in Belfast City Centre and provides valuable insights into the views of customers and businesses and has helped to shape our marketing and communications strategy.

Belfast One has also worked with Springboard to install **five footfall cameras** across the City Centre. This data provides invaluable information on how the City Centre is performing as well as the impact of marketing campaigns and events.

The results of this market research are now shared with Belfast One businesses on a quarterly basis and footfall reports are circulated once a month.



FAFU12

As part of our city centre annual events programme we ran several new and established events across 2018/19.

### Great Belfast Busk Off | 18 August 2018

In partnership with Belfast City Council, Destination CQ BID and Help for Musicians, the Busk Off saw 22 musicians compete across the city.

#### Summer Cinema at City Hall | 21 to 22 July 2018

In partnership with the Belfast Film Festival, eight film screenings attracted **4,000 people** took to the lawn at City Hall. Business offers were showcased in the event programme. On average, visitors spent £15 per person, bringing an economic impact of £60,000 to the City Centre.

### Street Style Fashion Event | Thursday 13 September 2018

Over **50 retailers** took part in this event, in partnership with Belfast Fashion Week. This brought a welcome boost to the city following the Bank Buildings fire on 28 August and was covered by UTV Live.

#### **Culture Night | Friday 22 September 2018**

As a sponsor of Culture Night, Belfast One brought five live music stages to the area, helping to generate footfall outside the Cathedral Quarter. The tenth anniversary of the event saw over 100,000 people take to the streets of Belfast, with over 250 events on the night.

#### Student Night | Thursday 4 October 2018

To coincide with the shopping centre student nights, Belfast One worked with retailers to compile a student discount guide for the City Centre.

### Santa's Belfast Post Office | November to December 2018

This was a free activity for children to come and write their letter to Santa, with help from the Belfast Elves, and then post it in Santa's Post Box. The event was highly successful, with over **4,500 visitors**. Market research showed 64% of visitors came to Belfast specifically to visit the post office, with over 50% shopping or eating out as part of their visit.

#### Cinema on the Square | 14 to 16 December 2018

To drive footfall to Bank Square following the fire, in partnership with Belfast City Council and Belfast Film Festival, we screened 13 free Christmas films

### Belfast Restaurant Week 2019 | 18 to 24 February 2019

In partnership with Destination CQ, Belfast Restaurant Week ran in February 2019. Participating restaurants ran two courses for £10 or £15 from Monday to Thursday, with weekend events including chef demos at St George's Market.

£151,000 was spent in the 37 participating establishments in just seven days, with restaurants reporting a 59% increase in profits year on year.

# WEBSITE AND SOCIAL MEDIA

Our website has steadily grown in Year Three, with **298,000 page views** from **124,000 users** across BelfastOne.co.uk and BelfastRestaurantWeek.org, with 80% of traffic coming from within Northern Ireland and Republic of Ireland.

BelfastOne.co.uk sections include; What's On, Blogs and Getting Here, as well as a members' section that includes information about Belfast One, project updates and downloads. Our 5 Things to Do This Week blog has gained a significant following.

The **Shop**, **Dine**, **Do** businesses directory has 97 business users posting their offers and events.

Belfast One's social media has grown to **21,603 followers** across Facebook, Instagram and Twitter.



# **CITY CENTRE BEAT**

Belfast One has continued as the principal funder of the City Centre Beat PSNI Officers. The officers provide a dedicated PSNI resource to police issues that directly affect businesses within the Belfast One area, with a particular focus on anti-social behaviour.

Since April 2018, the officers continue to provide a rapid response to key issues and have dealt with some 1,118 anti-social behaviour issues (begging; alcohol & drug use) and 1,649 traffic issues (supporting traffic flow into and around the City Centre).

# **CLEAN TEAM**

Belfast One's dedicated, professional Clean Team, provided by McQuillan Outdoor, spent over 2,000 hours carrying out additional on-street cleansing in the Belfast One area in Year Three, removing seven tonnes of extra waste. This work included graffiti removal on private property and deep cleans of various bin compounds, alleyways and 'grot-spots'. The team also remove litter such as broken glass, fast food wrappers, cigarette butts, and unsanitary waste and collected over seven tonnes of waste during their litter picking operations this year.

# RETAIL CRIMEWATCH

Belfast One continues to provide Retail Crime Watch to some **328** of our retail members at no additional cost (value £250). The scheme has gone from strength to strength in recent years and 2018 was another award-winning year with the scheme picking up Best Collaborative Solution at the prestigious Fraud Awards.

A newly introduced flagging system has led to prolific shop lifters being prosecuted for burglary – leading to custodial sentences – a real step forward in the fight against retail crime in the Belfast One area. In the past 12 months there have been 273 exclusion orders issued, resulting in 112 images being circulated; 24 successful burglary convictions; and 8 custodial

sentences handed down.

The scheme will go digital in 2019, with free training for businesses on using the digital version.

### PEST CONTROL

Our partner, Ecolab Pest Control, carried out 12 pest control operations within the BID area, including a series of increased measures in the vicinity of the Bank Buildings cordon area in response to reports of increased rodent activity. Bird Spiking and several long-term rodent riddance programs were also carried out. Businesses worst impacted by Bank Buildings fire were offered free additional measures for a period of time.

Belfast One businesses can avail of favourable rates for their own pest control services through Ecolab. Belfast One also works closely with Belfast City Council, who regularly bait the sewers, to ensure no duplication of efforts.

# STREET ART AND LIGHTING

Belfast One carried out several Street Art projects this year in collaboration with Belfast City Council. These projects have brought colour and vibrancy and reduced tagging in these areas.

We also decorated the bank buildings cordon at Fountain Street and Castle Street with some bespoke artwork which subtly gave a nod to the businesses in the vicinity. Additionally, Belfast One funded several curtain light features for the Christmas period in areas suffering from a decline in footfall following the fire.

# ANTI-SOCIAL BEHAVIOUR

Belfast One has worked closely with, and provided funding to, Extern, The Welcome Organisation and The SOS Bus this year. These organisations provide vital support services in the city centre to help vulnerable people in both the short and long term.



# TRADE WASTE AND RECYCLING

In Year Three we expanded our Trade Waste and Recycling Initiative to include Destination Cathedral Quarter and the Linen Quarter BIDs. This means our aims of improving the quality and cost of waste and recycling collections and ultimately becoming a zero-to-landfill city centre, are now extended across three BID areas, covering much of the city centre.

We would encourage all our businesses to talk to ISL and see if we can improve your services, reduce your costs and make your business more environmentally friendly. To date 90 businesses within the Belfast One area have signed up with ISL and as a result over 1082 tonnes of waste has been diverted from landfill since April 2017.

Michael McLarnon, Chief Executive of ISL Waste Management explains, "Value for money is a given, but we put equal importance in delivering on sustainable environmental principles. With a 'zero waste to landfill' policy we provide all our customers with a free bespoke consultancy helping them to reduce, reuse and recycle what they don't need. In some cases, this has resulted in combined savings not just in direct collection costs but in reducing expensive purchasing decisions.

What we want to see are clean streets, clear of litter bags and bins, with daily early morning and late evening collections, as well as weekend service."

### MERCHANT SERVICES

Belfast One continues to partner with Bank of Ireland Payment Acceptance UK (BOIPA UK) to offer a fantastic deal that aims to reduce businesses' merchant services costs.

To date our businesses who have moved to BOIPA have saved a combined total of over £100,000. The

focus of this offer is on price transparency, great value, and excellent customer service. If you would like to find out more, please contact us and we can arrange for a BOIPA representative to meet with you.

# NETWORKING AND TRAINING

We held the first of our Networking events in March 2019. David Meade wowed a full audience at Ten Square with his ideas about the art of goal setting, motivation, engagement and decision-making in the workplace.

In Year Four we will be running monthly workshops for businesses, covering marketing, finance, HR and customer service training. We will also be continuing with a series of quarterly networking events in partnership with Belfast Chamber, Destination CQ and Linen Quarter BIDs.

# PROTECT YOUR BUSINESS WORKSHOPS

We held Protect Your Business Workshops in September and November 2018, in partnership with Belfast City Centre Management and the PSNI.

The workshops included training staff in vigilance, safety and security, fraud, counterfeit currency as well as Retail Crimewatch.

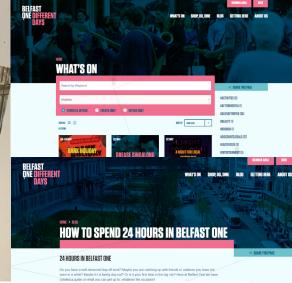
# **BUSINESS RECOVERY**

Following the Bank Buildings fire on 28 August 2018 Belfast One has played a significant role in helping to shape the strategy for the city in the immediate aftermath and going forward, together with Belfast City Council, Belfast City Centre Management and Belfast Chamber.

# BUSINESS ENGAGEMENT

How to get involved with Belfast One





#### **Communications**

Over the past 12 months the Belfast One team has worked to communicate with businesses via print, online and face-to-face events in order to inform you about our initiatives and encourage you to get involved with Belfast One.

Our quarterly newsletter is sent out via print and email, detailing upcoming projects and events, as well as updated on ongoing initiatives. Additionally, adhoc updates are emailed to businesses on opportunities to promote your business and to inform on new initiatives.

To be added to our mailing list email <a href="mailto:Info@BelfastOne.co.uk">Info@BelfastOne.co.uk</a>

#### **Working groups**

Belfast One hold regular working group meetings across the Promote, Support and Enhance projects. This gives Belfast One levy payers the opportunity to get involved with the BID and influence the projects we are undertaking.

If you are interested in joining a working group please email <a href="mailto:info@BelfastOne.co.uk">info@BelfastOne.co.uk</a>

### **Business Engagement Officer**

In April 2019 we appointed a Business Engagement Officer, Karen Clifford, who will be a direct on the ground contact for Belfast One businesses.

Karen's objective will be to promote an understanding of how Belfast One can benefit your business; build on face to face communication with businesses; and engage with new businesses in the area. This new role will help to ensure Belfast One is delivering for each and every levy payer.

If you would like to arrange a business visit with Karen please contact **Karen@BelfastOne.co.uk** 

### Website, Social Media and Business Blogs

This year we've expanded our marketing team to include a Marketing and Communications Assistant, Colette Heaney.

Colette is working closely with businesses on digital promotions, advertising and business blogs. If you would like to meet Colette to find out more or feature in our business blog, please contact Colette@BelfastOne.co.uk



Clare Maguire

Managing Director

Clare@BelfastOne.co.uk

**Julie McCullagh** Marketing Manager

Julie@BelfastOne.co.uk



Karen Clifford
Business Engagement
Officer
Karen@BelfastOne.co.uk



Colette Heaney
Marketing and Comms
Assistant
Colette@BelfastOne.co.uk



**Janet Avery** Admin Assistant

Janet@BelfastOne.co.uk

# **YEAR FOUR**

Projects and priorities for 2019/20



# **PROJECTS**

#### **Promote**

We will be running five advertising campaigns across Year Four, targeting those within a 15-45 minute drive time where, our market research shows, the city has seen a decrease in visitors from since the Bank Buildings Fire.

We will continue to build on our website and social media engagement, and have implemented a weekly business blog.

Following on the success of our events in Year Two and Three, we have made these an annual occurrence, with the return of many of these for Year Four. We will also be launching new events including Chinese New Year in January, and a buzz of City Centre activity when The Open comes to Northern Ireland in July.

6 July 19
19-21 July 19
17-18 August 19
23-29 September 19
20 September 19
October 19
November 19
8 Nov-15 Dec 19
25 January 20
17-23 February 20

### **Enhance**

Due to the success of the Clean Team project, the offer will be expanded in 2019/20. The team will be scheduling even more graffiti removal, more power washing and additional time spent reacting directly to needs of businesses. We look forward to seeing a visible difference to the cleanliness of the City Centre.

In 2019 Retail Crimewatch will go digital. Belfast City Centre Management will be holding numerous training sessions for Belfast One members to ensure all businesses are completely aware of how the system operates and functions. More information on training dates and times will be communicated over the coming months.

In 2019 Belfast One are working on an exciting Utility Box project again with partners in Belfast City Council and Destination Cathedral Quarter BID.

#### Support

We will continue to grow our online engagement on social media and our website through seasonal online campaigns. We will aim to increase the number of business logins for BelfastOne.co.uk and build on our business blogs and articles on things to do in the City Centre.

Our business engagement will be further increased with the appointment of Karen Clifford, our new Business Engagement Officer to the team.

We will be holding a series of workshops this year covering marketing, HR and customer service. These will be free for Belfast One businesses and will take place on the third Thursday of every month.

place of the third morsady of ever	,
Performance Management	28 May 19
Social Media Marketing for Small Businesses	18 June 19
Customer Service Training	23 July 19
How to be effective in meetings	20 August 19
Linked In Masterclass	17 September 19
Finance management for non-	15 October 19
finance managers	
Effective Networking	19 November 19
Customer Service Training	17 December 19
Project Management	21 January 20
Digital marketing and monitoring	18 February 20
Customer Service Training	24 March 20

To register for any workshops please email info@BelfastOne.co.uk

### **SUMMARY FINANCIAL STATEMENT**

The directors present herewith the summary financial statement of Belfast One BID Ltd for the year ended 31st March 2019 and confirm the following:

- the summary financial statement is only a summary of information derived from the company's annual accounts;
- · the summary financial statement does not contain any additional information derived from the directors' report;
- the full annual accounts, the chartered accountant's report and the directors' report can be obtained on application to Belfast One BID Ltd;
- the annual accounts were approved by the Board on 11 June 2019.

This directors' statement was approved by the board of directors on 11 June 2019

EU. Kean

Mrs E.M. Kerr, Chair - Board of Directors

### **SUMMARY INCOME STATEMENT FOR THE YEAR ENDED 31ST MARCH 2019**

	Central 15% (£)	Promote 40% (£)	Enhance and Support 45% (£)	Totals 2019 (£)	Totals 2018 (£)	Totals 2017 (£)
Income						
From compulsory levy collection:						
Levy invoices issued	152,826	407,536	458,478	1,018,841	1,045,024	1,063,165
less refunds - re. Bank Buildings affected levypayers	(3,102)	(8,272)	(9,306)	(20,681)	-	-
• less Bad debt provision - 2016/17	0	0	0		(51,936)	(24,380)
• less Bad debt provision - 2017/18	8,378	22,340	25,133	55,851	(206,094)	
• less Bad debt provision - 2018/19	(24,498)	(65,327)	(73,493)	(163,317)	-	-
From voluntary levy collection	300	-	-	300	300	150
Bank interest received	252	-	-	252	263	29
Sundry income	-	29,748	12,867	42,615	117	
Total income	134,156	386,026	413,679	933,861	787,674	1,038,964
Expenditure						
Advertising, PR & events	-	239,211	-	239,211	227,056	82,809
Campaigns & project expenditure	-	143,506	378,194	521,700	392,175	264,875
Payroll & recruitment	66,403	45,579	1,145	113,127	111,487	115,183
Establishment	12,924	-	-	12,924	14,250	8,242
Travel, subsistence & meeting costs	1,547	-	-	1,547	1,759	1,612
Printing, postage, stationery & communications	13,392	470	-	13,862	14,543	21,280
Legal, professional & accountancy	16,390	-	-	16,390	27,524	45,073
Subscriptions	980	2,730	-	3,710	3,834	688
Repairs & maintenance	-	-	-	0	184	913
Bank charges	154	-	-	154	97	7
Training costs	3,054	-	-	3,054	1,411	2,608
Insurance	601	-	-	601	942	491
Sundries	9,904	-	-	9,904	760	843
Depreciation	2,028	-	-	2,028	2,028	1,996
Total expenditure	127,377	431,496	379,339	938,212	798,050	546,620
Net income / (expenditure) for the year	6,779	(45,470)	34,340	(4,351)	(10,376)	492,344
All of the above results are derived from continuing activities. All gains and losses in the year are included above.						

### STATEMENT OF FINANCIAL POSITION (BALANCE SHEET) AS AT 31ST MARCH 2019

	2019 £	2018 £
Non Current Assets		
Tangible assets	4,086	6,114
Current Assets		
Receivables	77,687	40,170
Cash and cash equivalents	410,743	459,429
	492,516	505,713
Payables: amounts falling due within one year	(14,899)	(23,745)
Total assets less current liabilities	477,617	481,968
Reserves		
General funds	477,617	481,968
Total Funds	477,617	481,968

All reserves are carried forward to be applied to projects in the forthcoming financial year(s)

### **LEVY COLLECTION**

	2019	2018	2017	Total
	£	£	£	£
Levy invoices issued	1,018,841	1,045,024	1,063,165	3,127,030
Refunds re. Bank Buildings affected levypayers	-20,681			-20,681
Amounts outstanding	-163,317	-150,242	-76,316	-389,875
Total income collected	834,843	894,782	986,849	2,716,474
	83.64%	85.62%	92.82%	87.45%
Total income	834,842	894,782	986,850	2,716,474

The summary financial statement was approved by the Board of Directors on 11 June 2019 and signed on their behalf by:

Mrs E.M. Kerr | Chair - Board of Directors

EU. Kean.

Mr S Mewha | Vice Chair - Board of Directors

# **YEAR THREE IN FIGURES**



5 business initiatives in place



124,000 website users 298,000 page views



2 dedicated PSNI officers2,730 City Centre issues dealt with



21,693 likes 4,238,992 reach



328 retailers subscribed to Retail Crime Watch



1,575 consumer surveys
285 business surveys

# **BELFAST VISITOR REGIONS**



5 footfall cameras



■ Belfast Metropolitan Area

☐ Rest of NI

Outside NI



6 public events



7 tonnes of litter collected
1,800 hours additional cleansing

# **FOOTFALL**

5,120,000 4,620,000 4,120,000 3,620,000 3,120,000 2,620,000 1,620,000 1,120,000 120,000

Apr-18 May-18 Jun-18 Jul-18 Aug-18 Sep-18 Oct-18 Nov-18 Dec-18 Jan-19 Feb-19 Mair-19 = 2018 2,229,824 2,427,677 3,328,561 2,550,228 2,688,387 3,400,818 2,433,937 2,727,087 4,509,133 2,226,308 2,302,157 2,735,309 = 2017 2,130,131 2,260,230 2,891,524 2,272,910 2,492,589 2,754,368 2,117,228 2,389,343 3,641,353 1,810,166 2,075,461 2,603,183

### **BELFAST ONE BID LTD**

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