



BELFAST
CITY CENTRE GIFT CARD



BELFAST
ONE BUSINESS
IMPROVEMENT
DISTRICT

YEAR FOUR
ANNUAL REPORT
2019-20



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CHAIR'S WELCOME



Although the last 12 months have been different, Belfast One can however report on another successful year.

Having been Chair of the Belfast One Board now for over a year, it has been an interesting experience and given the recent unprecedented times we find ourselves in, the role has very much centred on making Belfast a better City, for retailers and our visitors.

I want to pay tribute to the Belfast One Board of Directors who give up their time freely and offer their expertise to the practical delivery of our 5-year business plan. Our monthly Board meetings are well attended and filled with lively and productive debate. There is a genuine feeling of pride in what we are trying to achieve, and all Board members take their responsibilities very seriously.

Our vision "to transform Belfast City Centre into a clean and safe bustling twenty-four-hour culture full of people loving it!" has never been more relevant as we continue to face the challenges presented by the Covid 19 pandemic. As ever, our adaptive and flexible approach to project delivery has never been so important. Our Clean Team have never been more in demand, cleansing and cleaning, as the City adjusts to rigorous sanitizing schedules.

Lockdown presented the opportunity for us to step up engagement with our businesses by offering an extensive range of on-line workshops, all very well received and attended. We are also playing our part in celebrating the re-opening of the City by re-enforcing consumer messages of Belfast being safe, clean and welcoming, through our social media platform. The mobilization of response and resources following lockdown enabled Belfast One to contribute to many partnership projects with Belfast City Council, Department of Communities,

Department of Infrastructure and Visit Belfast.

While we thought the Bank Buildings Fire had created a set of challenges for all of us who are doing business and working in the City Centre, Coronavirus has raised additional and new issues. Many of which are possibly yet unknown. Belfast One will continue to work hard to respond and meet the needs of our levy payers both in the immediate and the longer term. We remain optimistic and positive about Belfast City Centre.

I would like to finally thank our levy payers and members for their contributions. By the 31st March 2021 we will have successfully completed our Business Plan. We should all be very proud of our achievements and I trust I can rely on your support for the remainder of our term before we commence our Reballot with a new Business Plan early next year.

Stephen Mewha, Belfast One Chair

BELFAST ONE BOARD MEMBERS

Stephen Mewha (Chair)	House of Fraser
Wilson Walker (V Chair)	NI Transport Holding Co
Donna Daniels	Urban HQ
Andrew Irvine	East Belfast Mission
Georgina Briota	Café Parisien
Geraldine Duggan	Belfast City Centre Management
Lisa Toland*	Belfast City Council
Michelle Greeves	Victoria Square
Nigel Skillen	Diamond and Skillen
Norman Maynes	Translink
Philip Gordon*	Edwards & Co
Tracey Morrow	Ulster Bank
Leona Barr	CastleCourt
Barbara McMaster	Starbucks

*Advisor

EXECUTIVE SUMMARY



It has been another busy and somewhat different year for the Belfast One team, nevertheless as we reflect on what has been achieved, it is reassuring to see so much of what we set out to do in our Business Plan has been accomplished.

It would be fair to say that the last year for Belfast One, as for many companies and businesses, will not be forgotten! The City had just enjoyed a great 2019 summer with outdoor cinemas, fashion shows and activities all organised and supported by Belfast One. Belfast Restaurant Week had drawn more visitors and customers into the City for the event than ever before. Halloween hauntings and Christmas Festivities had attracted families from far and wide and we even dressed the trees in Donegall Place to see in the Chinese New Year. Belfast One was also principle sponsor at Belfast Chamber's, BelFastForward 2020 Conference! However no-one could have foreseen what lay ahead in March 2020.

Belfast One's focus quickly shifted to business support and maintaining cleanliness and security in the City Centre during lockdown. The BID was able to shift it's training on-line and continue essential contact with many businesses. Eventually when restrictions started to ease in late Spring, Belfast One became even more effective! As businesses started to open after lockdown, the Clean Team upped their cleaning schedule, the City Centre Beat Officers continued keeping our streets safe, we offered more online business workshops and we supported the Eat Out to Help Out Scheme. All this backed up with the

launch of the City Centre Gift Card ensuring that much needed spend remained in Belfast. We have worked tirelessly with our partners in Belfast City Council, Belfast Chamber, Belfast City Centre Management and the other two BIDs in Linen and Cathedral Quarter, on a robust recovery strategy to ensure the City remains clean and functioning no matter what the challenges. This work will continue as we all acknowledge and respond to the impact this global pandemic has had on Belfast City Centre.

All of this would not have been possible without the sterling work put in by our voluntary Board members and the team here at Belfast One. Working together we are all extremely proud of what we have achieved in these adverse circumstances.

The agility and flexibility, in the face of such challenge, has enabled Belfast One BID during the past fifteen months to really earn its stripes. We look forward to the new emerging Belfast City Centre: cleaner, possibly socially distanced but every bit as welcoming.

Belfast One will be asking for the support of the Belfast City Centre businesses in January 2021, when once again we will be seeking your 'Yes' vote in the rebalot for Term 2. A new draft Business Plan will be available in the New Year and we need your support to ensure it will be delivered. Now, more than ever, Belfast One can make a real difference to our City Centre.

A handwritten signature in black ink that reads "Kathleen McBride".

Kathleen McBride, Managing Director

PROMOTE

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



PROMOTIONAL CAMPAIGNS

Christmas Campaign 2019

The integrated campaign ran for 6 weeks from 4 November with the overall aim to create a buzz around visiting Belfast City Centre for Christmas shopping and to generate awareness and drive sales of our Belfast City Centre Gift Card.

Campaign activity ran across a broad range of channels including outdoor, digital display, social media and PR.

We also partnered with Translink and Cool FM with a Christmas Cracker Giveaway, which proved a great success and helped raise awareness of the Gift Card.

The campaign was effective at developing the awareness of the gift card with **4,114,652 impressions and 5,654 clicks**.

Eat Out To Help Out Scheme

In partnership with Visit Belfast, Destination CQ and Linen Quarter BIDs, we developed a marketing campaign around the Government's Eat Out To Help Out Scheme, to promote eating out in Belfast in support of City Centre businesses.

The partnership campaign ran from 3 - 31 August and targeted the domestic NI market. Activity included PR, radio, outdoor and digital, with a unique campaign landing page on visitbelfast.com as the call to action.

The campaign generated **7.2million impacts** across all channels, with high engagement on digital. It also received great feedback from the businesses involved.

Belfast City Centre Gift Card

In partnership with Destination CQ and Linen Quarter BIDs, we developed a marketing communications campaign to develop the awareness of the Belfast City Centre Gift Card, in order to increase sales.

Targeting the domestic NI market there has been an 'always on' approach through PR, digital and social channels. Activity is regularly upweighted at key times of the year.

FOOTFALL

Belfast One has **six footfall cameras** across the City Centre. This data provides detailed information on how the City Centre is performing as well as the impact of specific marketing campaigns and events. Footfall reports are circulated once a month.

WEBSITE AND SOCIAL MEDIA

Our website has steadily grown in Year Four, with **185,431 page views from 102,673 users** with 60% of traffic coming from within Northern Ireland and Republic of Ireland.

Belfast One's social media has grown to **24,707 followers** across Facebook, Instagram, Twitter and LinkedIn.

Belfast City Centre Gift Card

The Belfast City Centre Gift Card website has progressed well since it was established, with **21,014 page views and 8,282 users**. 69% of traffic has come from Northern Ireland and Republic of Ireland.

This has been consolidated with social media which has now grown to **150 followers** across Facebook and Instagram.

PROMOTE

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



EVENTS

During Year 4, we ran multiple events as part of our annual programme. All events were upweighted with promotional activity.

Great Belfast Busk Off | July 2019

In partnership with Belfast City Council, Destination CQ BID and Help for Musicians, the Busk Off saw **19 musicians** compete across the City.

Summer Cinema at City Hall | Aug 2019

In partnership with the Belfast Film Festival, **eight film screenings** attracted over **2,000 people** on to the lawn of the City Hall. While enjoying some screen classics, business offers were showcased during the event programme.

Belfast One Way Edit Fashion Show | Sept 2019

Over **36 retailers** took part in this event, which attracted over **250 guests**. The event was a fun celebration of fashion and showcased the unique brands available in the City Centre. The event was a great success and received positive feedback from retailers and guests.

Culture Night & Culture Day | Sept 2019

Belfast One was the sponsor of the former Masonic Hall venue on Rosemary Street for Culture Night 2019. As part of our sponsorship, we organised 6 events which included a family friendly adventure cinema and themed workshops. We also animated the areas in BT1 with circus walkabouts and interactive performances throughout the day. The event was a great success with **110,000 people** attending over **300 events** over the two days.

Belfast Restaurant Week | Sept 2019

In partnership with Destination CQ, Belfast Restaurant Week ran in September 2019, with **45 establishments** participating. There were **21,000 users** to the Belfast Restaurant Week website with **100,000-page views**. **90,000 menus** were downloaded/viewed.

Trick or Treat Halloween Hunt | October 2019

Our annual Halloween Hunt was hugely popular with families tasked with clues to find trick or treat buckets of sweets throughout the City Centre. This attracted over **50 entries**.

Christmas Activity Nov /Dec 2019

Santa's Elves were on hand to help assist families write letters to mail at Santa's Post Office. The event was highly successful, with over **5,000 visitors**. Research showed **45%** of visitors came to Belfast to visit the event, with **63%** of those interviewed shopping in the City and spending on average £79.

We also partnered with Belfast City Council to animate buildings opposite CastleCourt with the theme of 'Soda & Champ's Christmas Adventure'.

Belfast Restaurant Week 2020 | Feb 2020

In partnership with Destination CQ, Belfast Restaurant Week ran in February 2020. **39 establishments** participated. There were **23,806 users** to the Belfast Restaurant Week website with **88,932 page views**. **84,392 menus** were downloaded/viewed.

Belfast Forward Conference 2020 | Feb 2020

Belfast One was Principal Sponsor at Belfast Chamber's BelFastForward Conference 2020. The event was a great success with over **350 attendees**. As Sponsor, we were able to raise awareness of Business Improvement Districts especially Belfast One and the key role it plays in Belfast City Centre.

ENHANCE

Developing and delivering projects that enhance our City Centre for visitors, businesses and workers



CLEAN TEAM

Belfast One's dedicated, professional Clean Team, provided by McQuillan Outdoor, spent over **2,400 hours** carrying out additional on street cleansing in the Belfast One area in Year Four, **removing 11 tonnes of litter, 960 items of graffiti** from public and private property and **460 hazardous items** from the Belfast One area.

PEST CONTROL

Our partner, Ecolab Pest Control carried out **40 pest control operations** within the Belfast One area, and continues to have a proactive approach alongside business feedback on problematic areas.

Belfast One works closely with Belfast City Council, who regularly bait the sewers, to ensure no duplication of efforts.

CITY CENTRE BEAT

Belfast One has continued as the principal funder of **two 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.

Our Officers also played a vital role during the period of lockdown in the City Centre, ensuring safety levels were maintained (including high visibility patrols, conducting security checks on premises). These Officers provide a dedicated police resource and response to issues arising in the Belfast One area, with a particular focus on anti-social behaviour.

In the past 12 months the Officers have dealt with **2,318 City Centre issues** and have spent an additional **5,500 policing hours** tackling anti-social behaviour.

RETAIL CRIMEWATCH

Belfast One has continued to provide Retail Crimewatch to **385 of our retail members** at no additional cost to the businesses. In June 2019 the scheme went digital with a system called EGRESS, a secure online programme which allows businesses to view images and information about convicted offenders; contains up to date crime trends and alerts including fraudulent bank notes and scam information.

Since the flagging system was introduced there have been **89 successful convictions** for burglary and **44 custodial sentences** handed down.

STREET ART AND LIGHTING

Belfast One partnered with Belfast City Council and Destination CQ on a utility box painting scheme as part of the Belfast Canvas project. 22 utility boxes were given the artistic treatment across the city with **13 of these in the Belfast One area**.

In December 2019 Belfast One installed lighting in the trees on Donegall Place to complement the existing Christmas lighting, further illuminating the area and creating a festive atmosphere for Christmas.

SUPPORT

Drive down business costs and provide practical support to help all levy payers



TRADE WASTE AND RECYCLING

RiverRidge has recently taken over the contract for Trade Waste and Recycling for the three BID areas. Their role will include providing an integrated waste management service, with the aim of maintaining a clean and sustainable city while streamlining collections.

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 **£106,000**. 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 Karen@Belfastone.co.uk

NETWORKING AND TRAINING

In May 2019 we introduced a series of free workshops for Belfast One businesses covering topics such as Marketing, Fire Awareness, Customer Service, First Aid, and Performance Management. In year 4 we hosted **9 workshops with 109 attendees**. Since July 2020 we have continued hosting

our workshops via Zoom which have been greatly supported by all sectors.

PROTECT YOUR BUSINESS WORKSHOPS

In Year 4 we held **one Protect Your Business Workshop** in partnership with Belfast City Centre Management, the PSNI and Extern.

The workshops included training staff in vigilance, safety and security, anti-social behaviour as well as Retail Crimewatch.

GIFT CARD

We launched the Belfast One Gift Card in November 2019. The card is a pre-paid Mastercard and will allow customers to spend in participating outlets across different industries within the Belfast City Centre. It is available to purchase online and can only be spent in registered businesses within the City Centre.

To date over **155 retailers, health & beauty, bars, restaurants and hotels** have become involved in the City-wide initiative, which will help drive footfall and spend.

In July 2020 Linen Quarter BID and Destination CQ joined the Gift Card initiative, which will help strengthen the proposition for the City Centre.

BUSINESS ENGAGEMENT

How to get involved with Belfast One

SUPPORT FOR YOUR BUSINESS

ned with the latest advice

MEMBER'S AREA

About us

Belfast One Business Survey

Business Working Series 2020/21

Enhancing Belfast

Member Events/News

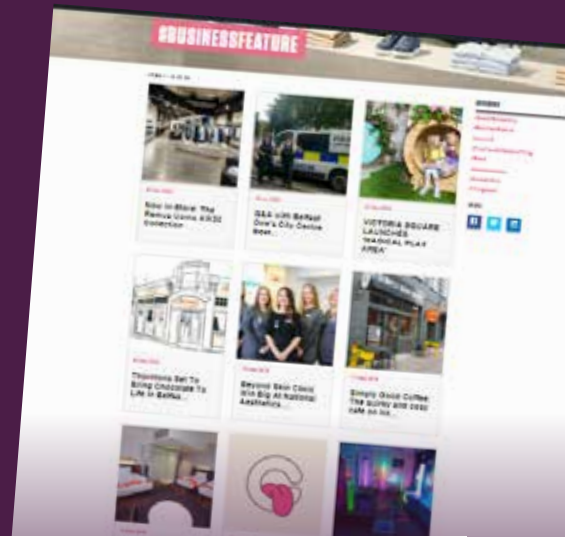
Member's Newsletter

Financing Belfast

Market Research and Feasibility Reports

Supporting Belfast

Government (COVID-19) - Support



BUSINESS ENGAGEMENT

Since our Business Engagement Officer, Karen Clifford was appointed, there has been a significant increase in engagement with businesses. If you would like to arrange a business visit with Karen please contact Karen@BelfastOne.co.uk

WORKING GROUPS

Belfast One holds regular Working Group Workshops 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 info@BelfastOne.co.uk

COMMUNICATIONS

Over the past 12 months the Belfast One team has communicated with our businesses

via print, online and face-to-face events in order to inform them about our initiatives and encourage them to get involved with Belfast One.

Our monthly ezine informs our businesses of key updates including forthcoming opportunities across our Promote, Enhance and Support initiatives. Additionally, adhoc updates are emailed to businesses on opportunities to promote your business or any new initiatives.

To be added to our mailing list email Info@BelfastOne.co.uk

WEBSITE, SOCIAL MEDIA AND BUSINESS BLOGS

Our Marketing team works 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



Kathleen McBride
Managing Director

Kathleen@belfastone.co.uk



Eimear McCracken
Operations Manager

Eimear@belfastone.co.uk



Joanna Walsh
Marketing & Events
Manager

Joanna@belfastone.co.uk



Karen Clifford
Business Engagement
Officer

Karen@belfastone.co.uk



Colette Heaney
Marketing & Comms
Assistant

Colette@belfastone.co.uk



Janet Avery
Admin Assistant

Janet@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 2020 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

This directors' statement was approved by the board of directors on 20th October 2020 and signed on its behalf by:



Mr S. Mewha, Chair - Board of Directors

SUMMARY INCOME STATEMENT FOR THE YEAR ENDED 31ST MARCH 2020

	Central 15% (£)	Promote 40% (£)	Enhance and Support 45% (£)	Totals 2020 (£)	Totals 2019 (£)	Totals 2018 (£)	Totals 2017 (£)
Income							
From compulsory levy collection:							
• Levy invoices issued	138,995	370,653	416,984	926,632	1,018,841	1,045,024	1,063,165
• less refunds - re. Bank Buildings affected levypayers	0	0	0	-	(20,681)	-	-
• less Bad debt provision - 2016/17	0	0	0	-	-	(51,936)	(24,380)
• less Bad debt provision - 2017/18	0	0	0	-	55,851	206,094)	-
• less Bad debt provision - 2018/19	4,309	11,490	12,927	28,726	(163,317)	-	-
• less Bad debt provision - 2019/20	(21,054)	(56,143)	(63,161)	(140,358)	-	-	-
From voluntary levy collection	68	180	203	450	300	300	150
Bank interest received	92	244	275	611	252	263	29
Sundry income	2,888	31,061	7,099	41,048	42,615	117	0
Total income	125,297	357,485	374,326	857,109	933,861	787,674	1,038,964
Expenditure							
Advertising, PR & events	-	190,529	-	190,529	239,211	227,056	82,809
Campaigns & project expenditure	8,128	125,437	510,377	643,942	521,700	392,175	264,875
Payroll & recruitment	54,626	51,278	39,831	145,735	113,127	111,487	115,183
Establishment	14,192	-	-	14,192	12,924	14,250	8,242
Travel, subsistence & meeting costs	4,919	-	-	4,919	1,547	1,759	1,612
Printing, postage, stationery & communications	6,040	1,755	-	7,795	13,862	14,543	21,280
Legal, professional & accountancy	13,514	-	-	13,514	16,390	27,524	45,073
Subscriptions	-	3,124	-	3,124	3,710	3,834	688
Repairs & maintenance	2,242	-	-	2,242	-	184	913
Bank charges	410	-	-	410	154	97	7
Training costs	1,695	-	-	1,695	3,054	1,411	2,608
Insurance	693	-	-	693	601	942	491
Sundries	-	-	-	0	9,904	760	843
Depreciation	2,043	-	-	2,043	2,028	2,028	1,996
Total expenditure	108,502	372,123	550,208	1,030,833	938,212	798,050	546,620
Net income / (expenditure) for the year	16,795	(14,638)	(175,882)	(173,724)	(4,351)	(10,376)	492,344

STATEMENT OF FINANCIAL POSITION (BALANCE SHEET) AS AT 31ST MARCH 2020

	2020 £	2019 £
Non Current Assets		
• Tangible assets	2,043	4,086
Current Assets		
• Receivables	27,055	77,687
• Cash and cash equivalents	315,160	410,743
	344,258	492,516
Payables: amounts falling due within one year	(40,364)	(14,899)
Total assets less current liabilities	303,894	477,617
Reserves		
• General funds	303,894	477,617
Total Funds	303,894	477,617

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

LEVY COLLECTION

	2020	2019	2018	2017	Total
Income	£	£	£	£	£
Levy invoices issued	926,632	1,018,841	1,045,024	1,063,165	4,053,662
Refunds - re. Bank Buildings affected levypayers	0	-20,681	0	0	0
Amounts outstanding	-140,358	-134,591	-150,241	-76,316	-501,506
Income from voluntary levy	450	300	300	150	1,200
Total Income	786,724	863,867	895,083	987,000	3,532,673
levy collection as % of total levy billed	84.90%	84.79%	85.65%	92.84%	87.15%

The summary financial statement was approved by the members at the Annual General Meeting on 20th October, 2020 and signed on their behalf by:



Mr S. Mewha | Chair - Board of Directors



Mr W. Walker | Vice Chair - Board of Directors

YEAR FOUR IN FIGURES



5 business initiatives in place



24,707 likes



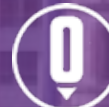
2 dedicated PSNI officers
5,500 policing hours tackling
anti-social behaviour.



5 footfall cameras



385 retailers subscribed to Retail
Crime Watch



9 public events



102,673 website users
185,431 page views



11 tonnes of litter collected
2,400 hours additional cleansing

BELFAST ONE BID LTD

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