

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

2016/17 Q4 NEWSLETTER



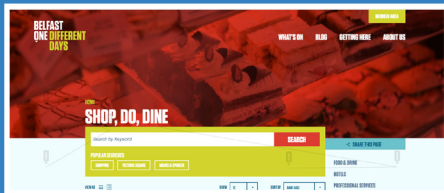
WELCOME!

Our first year is coming to an end and we are busy implementing final projects and campaigns for year one, as well as planning for year two.

The new year is a great time for everyone to save money and below you can find details on how we can help reduce your business costs. November and December were busy months for our Promote projects. Belfast One were a key partner in the city-wide *Find Your Belfast This Christmas* campaign, as well as running specific Belfast One marketing campaigns which you can find details about below.

There have also been some changes to the Belfast One staff since our last update. We're delighted to introduce Bronagh Lawlor who has joined the team as Managing Director, covering Clare Maguire's maternity leave.

LIST YOUR BUSINESS ON BELFASTONE.CO.UK



We will soon be launching the *Shop, Do, Dine* section of BelfastOne.co.uk which will feature a profile for every business in the Belfast One area.

This directory will be a one-stop-shop for customers to find all the information they need about businesses in the City Centre - from accountants to retailers and restaurants to solicitors.

Each business page will have a login to update details incl. description, opening hours, events and contact details.

To get login details for your business email julie@belfastone.co.uk.

3 WAYS BELFAST ONE CAN CUT YOUR BUSINESS COSTS IN 2017

Our key cost-saving support projects are well underway with businesses who have already signed up saving significantly on their costs.

TRADE WASTE AND RECYCLING

Our partnership with ISL Waste Management Ltd is the first of its kind in Northern Ireland for trade waste and recycling. The key aims of the initiative is to reduce costs for businesses through exclusive pricing and improve quality of service. To get a quote for your business email danny@islwastemanagement.co.uk.

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



ENERGY BILLS

Circa Energy can help find you the best rate for your business' energy costs. The service is simple and free with no obligation to switch.

For more information or to arrange for Circaenergy to visit your business contact john.thompson@circaenergy.co.uk.

MERCHANT SERVICES

BOIPA UK are offering Belfast One BID businesses an exclusive deal on their merchant services costs. Email michael.finlay@boipa.co.uk to get a personalised quote.

GET INVOLVED IN ALIVE AFTER FIVE - BELFAST ONE'S EVENING ECONOMY CAMPAIGN

Belfast One are planning a promotional campaign, launching in mid-March, to encourage people who work in Belfast to stay in the City Centre after work to eat out, go late night shopping or see some live music before they go home.

We are seeking to gather information on any evening promotions and events that are already running across retail and hospitality e.g. early-bird menus, shopping discounts, live entertainment etc. to feature on our dedicated Alive After Five webpage. If you have anything you would like to have featured email julie@belfastone.co.uk.

WOULD YOU LIKE TO JOIN A WORKING GROUP?

We are currently seeking new members to join our Enhance and Support working groups. The working groups give Belfast One levy payers the chance to get involved with the BID and influence the projects we are undertaking.

As Belfast One's first year is nearly over we are now ready to develop new projects to Enhance and Support the Belfast One area and trading environment, and would love more businesses to get involved in the process of doing this.

If you are interested in joining a working group please email Bronagh at bronagh@belfastone.co.uk.

In addition to the Enhance and Support projects we are also working on our Promote plan for year two to market the City Centre across Northern Ireland.

BELFAST ONE CHRISTMAS MARKETING CAMPAIGNS: UPDATE

This Christmas Belfast One was a key partner in the collaborative city-wide *Find Your Belfast This Christmas* campaign. We partnered alongside Belfast City Council, Visit Belfast, Belfast Chamber of Trade and Commerce, Victoria Square and CastleCourt to deliver a campaign that spanned across TV, radio, outdoor, online and social media advertising.

Additionally, Belfast One ran several campaigns specifically marketing the area and engaging with Northern Ireland residents. These smaller scale campaigns generated great return on investment. Results included:

- 3,500 entries to Belfast One's Q Radio competition to win the ultimate day out in Belfast One including vouchers for shopping, eating out and nights out as well as an overnight stay.
- 100,000 views of the *Christmas*

Days in Belfast social media video.

- Over 1,500 visits to the Belfast One online City Centre parking map.
- 1,000 Christmas bags distributed to shoppers by Belfast One ambassadors.



MEET THE BOARD - BRONAGH LAWLOR, MANAGING DIRECTOR, BELFAST ONE



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

I've worked and socialised in Belfast for most of my life and it's amazing to see the changes in recent years. There's so much choice all in walking distance, as well as world class tourist attractions.

The tourism awards the city has won in the past few years has really helped promote it as a great place to be.

2. What is your top Belfast hidden gem?

For a unique outfit I love Liberty Blue in Lombard St. As it's an independent it has lots of clothes, bags, jewellery etc. that you won't find in chain stores.

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

I love Flame restaurant on Howard Street which has the greatest food, as well as fantastic cocktails and a lovely atmosphere.

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

Ljubljana in Slovenia is such a great place to visit - I went there for the first time last summer and loved it. Cafe Culture at its best!

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

I love live music and go to as many concerts as I can throughout the year. We're lucky to have lots of fantastic venues across Belfast.

6. What's been your highlight of 2017 so far?

That has to be my new position at Belfast One!

It's a great opportunity and I'm delighted to be working with the businesses across the BID to promote, enhance and support them and our fantastic city.

BELFAST CITY CENTRE REGENERATION PROPOSAL

Castlebrooke Investments are planning to redevelop lands within Belfast City Centre bound by Royal Ave, Donegall St, North St, Garfield St and High St and are inviting businesses to come and look at the plans.

The next events are at The MAC on Monday 27th February 2pm-8pm and Tuesday 28th February 9am-6pm.

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**.

AMBASSADORS WELCOME 16,000 VISITORS

Since taking to the streets in November the Belfast One Ambassadors have completed over 16,000 visitor welcomes in the City Centre.

They will also visit every Belfast One business once a quarter acting as a direct contact between businesses and the Belfast One team.