

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

2017/18 Q3 NEWSLETTER



WELCOME!

Christmas is just around the corner and Belfast One has been working on several marketing campaigns to increase footfall to the City Centre, including working with Visit Belfast on the city-wide Find Your Belfast This Christmas campaign.

We have also launched two new projects since our last newsletter. Ecolab have been appointed as our pest control partner for the area and Utilitywise will be our new preferred energy supplier. Further details about the projects can be found below.

The Belfast One ambassadors have also been in place for 12 months and have recorded a significant number of visitor welcomes in the City Centre area, as well as business visits.

We would like to wish all businesses a Merry Christmas and Happy New Year!

ECOLAB APPOINTED AS PEST CONTROL PARTNERS



Belfast One has appointed Ecolab as our pest control partner for the Belfast One area.

Ecolab offer proactive contractual pest elimination service with regular

routine inspections based around the biology of pests encountered or local pest history at each site. They do this using rodent and insect monitors and physical checks ensuring thorough inspections, communication and appropriate measures for elimination.

Ecolab will provide a consultancy service to Belfast One BID and we will address external issues in the City Centre.

We will continue to work with the relevant City Centre agencies to agree the baseline services however we plan to invest further to support our local businesses in such areas.

Please contact us with any external pest control issues at Info@BelfastOne.co.uk

AMBASSADORS WELCOME 45,268 VISITORS



It is just 12 months since the Belfast One Ambassadors took up their role of enhancing and improving the visitor experience in the city, and in that time, they have welcomed over 45,268 visitors.

The team of four full-time Ambassadors provide a warm welcome to visitors, tourists, workers and residents in the city centre offering help and advice on anything from street directions, names and meanings of monuments to the best places to eat and shop.

The ambassadors also provide a vital link between Belfast One and the businesses as they feed back any issues, concerns or ideas that can help us in our goal to transform Belfast City Centre into a clean, safe, bustling twenty-four hour culture full of people loving it.

FREE PROTECTING YOUR BUSINESS WORKSHOP

Following the success of our October Protecting Your Business Workshop we will be running another event in February 2018, in partnership with Belfast City Centre Management and the PSNI. The event will be on a Tuesday at 6pm to allow independent business owners to attend more easily.

This will include training staff in vigilance, safety and security, fraud, counterfeit currency etc. To register your interest please contact the office on 028 9521 6956 or email Info@BelfastOne.co.uk.

UTILITYWISE APPOINTED AS NEW ENERGY PARTNER



Belfast One has appointed Utilitywise as our preferred energy provider for businesses.

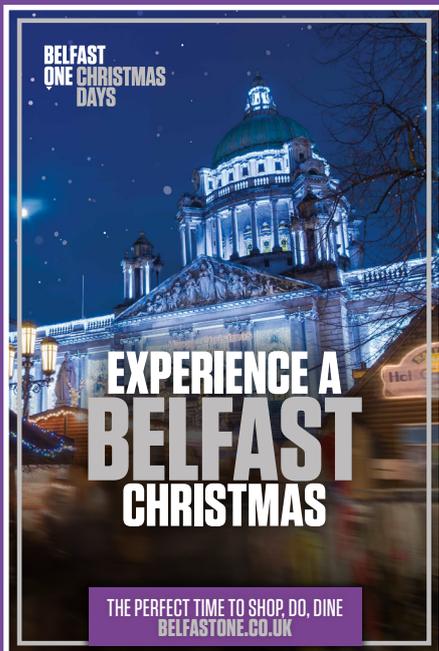
Utilitywise will provide energy guidance, support and procurement for businesses in the city centre. They will collaborate to deliver an energy

partnership focused on reducing utilities cost, improving efficiency and managing energy consumption. The energy partnership should prove highly valuable to businesses from chain stores and restaurants to local delis and coffee giants.

Utilitywise are impartial, independent and transparent and will offer members of Belfast One a bespoke Utility Management Plan, ensuring members gain the most from their business utilities.

For more information and to arrange energy bill health check please email Info@BelfastOne.co.uk.

BELFAST ONE CHRISTMAS MARKETING ACTIVITY



The Belfast One Christmas campaign launched in early November 2017 across outdoor, digital, radio and social media.

The campaign targeted consumers within a 90minute drive time to Belfast to come to the city to shop, do and dine this Christmas. We are also a partner of the Find Your Belfast This Christmas city-wide campaign that is delivered by Visit Belfast across NI and ROI.

To spread the Belfast festive cheer this Christmas the Belfast One elves campaign was launched with Q Radio in early December. The elves have been out across Belfast and Northern Ireland to encourage people to visit the city.

Check out #BelfastOneElves on social media to see what they've been up to.

SMALL BUSINESS SATURDAY: CITY CENTRE REINDEER HUNT

In support of Small Business Saturday on 2 December 2017, Belfast One ran a Reindeer Hunt around local independent businesses across Belfast City Centre.

The goal of the event was to encourage families to explore parts of the city and businesses that they haven't been to before and support local.

10 businesses took part across the Belfast One area by displaying a reindeer or Santa window sticker from 25 November to 9 December.



BUSINESS UPDATES

MYSTERY SHOPPER OPPORTUNITY

Belfast City Council are offering Belfast-based retail, hospitality and tourism businesses a free assessment of their customer service. To find out more visit: BelfastCity.gov.uk/businessregistration

REPORTING PHISHING EMAIL SCAMS

Any phishing emails you receive i.e. fraudulent emails designed to trick you into providing confidential information, either through following a link or opening an attachment can be reported direct to Action Fraud at NFIBPhishing@city-of-london.pnn.police.uk

EURO ACCEPTED HERE WINDOW STICKERS

We now have Euro Accepted Here window stickers available for free to businesses which are available from the ambassadors.

If you would like a sticker please email Info@BelfastOne.co.uk.

TELL US ABOUT YOUR EVENTS

If you have an upcoming event or offer you would like to include in our 'Five things to do this week' guide please contact Info@BelfastOne.co.uk.

CONTACT THE CLEAN TEAM

The Belfast One Clean Team perform a range of professional external cleaning services to City Centre businesses four days a week.

Contact Bronagh if you have any cleansing issues on your street at Bronagh@BelfastOne.co.uk

WASTE MANAGEMENT SCHEME SHORTLISTED FOR UTV BUSINESS EYE AWARD

Belfast One's waste management project with ISL has been shortlisted for the Waste Reduction Project of the Year award. The awards will take place on Thursday 7 December 2017.

RETAIL CRIMEWATCH WINS AWARD

Retail Crimewatch, the crime reduction initiative free to all Belfast One retailers, has been awarded Security Partnering Initiative of the Year Award at the UK-wide Security Fire and Excellence Awards.