

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

Q2 2019/20 NEWSLETTER



UPCOMING FREE WORKSHOP SERIES

- 15-Oct-19 Customer Service Training
- 19-Nov-19 Finance Management For Non-Finance
- 17-Dec-19 Social Media Marketing For Marketers
- 21-Jan-20 Customer Service Training
- 18-Feb-20 Project Management
- 24-Mar-20 Digital Marketing And Monitoring

Email Karen@BelfastOne.co.uk to register

CHRISTMAS MARKETING CAMPAIGN

We are currently working on our Christmas marketing campaign to drive footfall and spend to the City Centre during this key time for hospitality and retail. The campaign will focus on targeting consumers within a 60 minute drive time of Belfast.

The campaign will span across outdoor media, digital, print and social media advertising.

We will share more information on this in the coming weeks.

CLEAN TEAM: GRAFFITI REMOVAL SERVICE

Taking on board feedback received from businesses, we have changed the duties of our clean team.

Going forward there will be much more of an emphasis on removal of graffiti; power washing streets, bin areas and 'grot spots'; and reacting directly to businesses requests for services.

If you have a cleansing requirement you think the clean team could help with please email the team by emailing Info@BelfastOne.co.uk

BELFAST CITY CENTRE GIFT CARD: REGISTER YOUR BUSINESS

Belfast One are delighted to announce the launch of the Belfast City Centre Gift Card. The card is a pre-paid Mastercard and will allow customers to spend in participating outlets within the Belfast One BID area. It will be available to purchase online and can only be spent in registered businesses within the City Centre.

This is a great opportunity to get involved in a city-wide initiative that will help drive footfall and spend to registered businesses, and is free for Belfast One members to sign-up, as part of their BID levy. We will be out and about this month signing businesses up for the Belfast City Centre Gift Card. We would love to get as many businesses signed up as possible before we officially launch the card, and beyond. The card is a pre-paid Mastercard and will allow customers to spend in participating outlets within the Belfast One BID area and will only be available to purchase online but can only be spent by visiting the city centre. The idea is to encourage spend within our city centre shops.

We are aiming to launch just in time for Christmas. Lots of BIDs across the UK now have a gift card and it has been extremely successful elsewhere. We look forward to emulating that success here in Belfast!

Email Karen@BelfastOne.co.uk or call 07747 235 688 to register your business or for more information.



SUMMER EVENTS



Belfast One-Way
Edit August 19

Belfast One held a number of events across the summer that were highly successful, including:

The Open Family Fun Activities

As part of The Open celebrations in the City Centre, Belfast One brought live music to Bank Square, a golf trail around the city, and mini-golf to City Hall. Over 5,000 players took on the mini-golf course across the week.

Summer Cinema at City Hall

6,000 tickets for the cinema sold out in just under 2 hours, with eight movies across the two days.

Belfast One-Way Fashion Show

40 retailers took part in the Belfast One-Way Edit, hosted by Rebecca McKinney at City Hall. 250 fashion-lovers attended the events, with fantastic coverage and feedback on social media and in the press.

Culture Night and Day

Culture Night was back for 2019, bigger and better than ever. The event extended to include Culture Day on Saturday, with family fun activities from 10am.

Belfast Restaurant Week

Belfast Restaurant Week returned

from 23-29 September, following fantastic feedback from restaurants who participated in February. Over 45 restaurants took part across BT1/2.

The event received fantastic PR coverage both in Northern Ireland and ROI, with over £60,000 of media coverage generated.

Taste the City, supported by Department for Communities, Tourism NI and Belfast City Council, ran across the weekend, with 15 local producers showcasing their produce, and six Belfast chefs taking part in live cookery demos. There was also a host of family fun activity in Writers' Square. We look forward to sharing the full results.

Upcoming events in the Year Four calendar are listed below.

Oct 19	Trick or Treat Trail
Nov 19	Reindeer Hunt
8 Nov - 15 Dec 19	Santa's Post Office
25 Jan 20	Chinese New Year
17-23 Feb 20	Restaurant Week

BUSINESS RATES PUBLIC CONSULTATION: NOW OPEN

In May 2019, the Department of Finance announced plans to undertake a full and comprehensive review of business rates in Northern Ireland.

This review will evaluate the current position and make recommendations as to how the business rates system can be effective and fair, while ensuring that overall the same amount of revenue is available.

The Consultation is now open, and the Department of Finance is seeking views specifically on the following questions:

1. How can revenues from district and regional rates be raised in a way that is fair and equitable and without placing an unacceptable burden on business ratepayers?
2. What ways can be found to widen the tax base that could facilitate a lower level of business rates?
3. How can a fair distribution between district rates and regional rates be sustained?
4. How can a fair distribution between non-domestic and domestic rates be sustained?
5. What reliefs and supports are necessary and might be introduced, changed or ended, targeted in line with Executive priorities and recognizing ability to pay?
6. What alternative taxation options should be considered to complement or partially replace property based non-domestic rates to allow for lower levels of revenue from business rates?

For more information and to respond online go to Visit finance-ni.gov.uk/consultations/business-rates.

Responses must be submitted by 11 November 2019.

FOOTFALL REPORTS

Monthly footfall reports are freely available to Belfast One businesses.

If you would like to receive these reports please email info@BelfastOne.co.uk

JOIN A WORKING GROUP

We welcome all new members to our Promote, Support and Enhance working groups.

Email Info@BelfastOne.co.uk if you are interested in joining.

BUSINESS VISITS

If you would like to hear more about Belfast One's projects and how you can get more involved with the BID contact Karen, our Business Engagement Officer at Karen@BelfastOne.co.uk to arrange a business visit.