

# BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

2017/18 Q1 NEWSLETTER



## WELCOME!

Year Two is now in full swing and we're delighted to announce that our Shop, Do, Dine section of our website has officially launched. This is a great opportunity for you to get involved with BelfastOne.co.uk and share what's unique about your Belfast City Centre Business to the rest of Northern Ireland with a dedicated web page for your business.

Since our last newsletter we have been busy with our Promote, Enhance and Support projects. In May we appointed a new advertising agency through our Promote Group and have plans in place for campaigns to showcase Belfast and continue to drive footfall into the City Centre. Our next Enhance project will be the launch of our additional cleansing team in August following an extensive tender process.

This month also saw fantastic news that Belfast has been nominated for Europe's Leading City Break Destination 2017 in the 24th annual World Travel Awards! Every vote counts and we would love for every business to get behind the city and vote. Register your vote before 6 August at [VisitBelfast.com/vote](http://VisitBelfast.com/vote).

## MARKET RESEARCH AND FOOTFALL REPORTS

Monthly footfall and quarterly market research reports are now available for all levy payers in the Belfast One area.

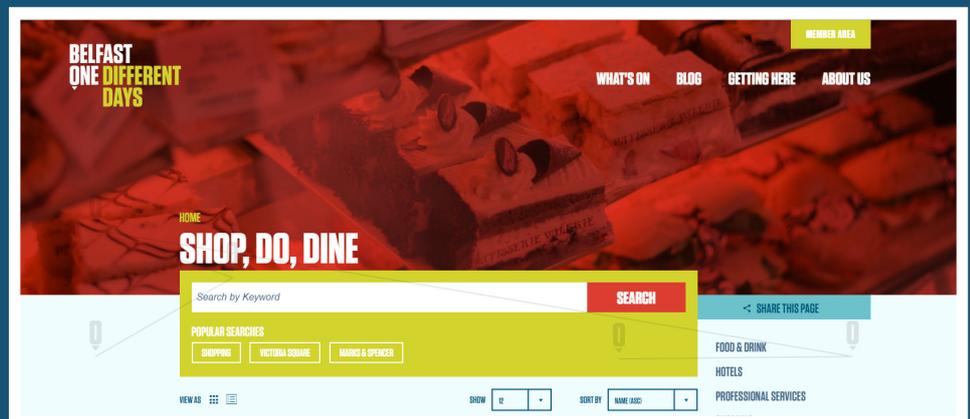
Five footfall counting cameras have now been installed across the Belfast One BID area and we are now receiving data from these which are shared with businesses on a monthly basis.

This report includes week-on-week and year-on-year comparisons and Belfast vs NI vs the UK. A summary of 2016/17 is also available on request.

We began conducting continuous market research in Belfast City Centre in July 2016 and will circulate a quarterly summary of the findings. Information gathered.

Email [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk) to subscribe to these reports.

## CLAIM YOUR BUSINESS LISTING ON BELFASTONE.CO.UK



In June the *Shop, Do, Dine* section of BelfastOne.co.uk was launched. This directory will enable every business to have a dedicated profile page.

The directory will become 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 has a login to allow each business to update their details incl. description, opening hours, events and contact details, as well as link your social media feed to the page.

To get login details for your business page and instructions on how to update your business listing email [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk).

## ADDITIONAL CLEANSING FOR THE CITY CENTRE

Following consultation with businesses Belfast One went out to tender for an additional cleansing team for the Belfast One area. It is envisaged that our team will concentrate on alcoves and doorways as well as addressing seasonal and other issues, helping to make our city even better.

We are aiming to appoint and have a company in place to deliver the project from August 2017. Further details will be communicated to businesses closer to the time.

## BELFAST CRUISE SHIP CALENDAR NOW AVAILABLE

2017 will see Belfast play host to around 150,000 cruise passengers and crew with numbers of visitors and tourists to our city increasing year on year.

This year, 88 ships are scheduled to arrive with the first having arrived on April 21 and the last on 28 September.

There will be 19 ships in June, 13 in July, peaking with 24 throughout August and 13 ships in September!

To view the full schedule and passengers numbers visit: [www.belfast-harbour.co.uk/cruise-schedule/](http://www.belfast-harbour.co.uk/cruise-schedule/)

## BELFAST ONE'S FIRST EASTER EGG HUNT A HUGE SUCCESS

The Belfast City Centre Easter Egg Hunt took place from 8-18 April 2017 across the Belfast One area.

Hundreds of families took to the streets to find 10 giant colour eggs hidden across Belfast One businesses for the chance to win a £500 prize package.

The hunt was listed in the top ten things to do over Easter in the Belfast Telegraph and saw 304 entries!

Thank you to all the businesses who took part and we look forward to running it again in 2018.



## YEAR ONE IN FIGURES

### COST SAVING

£ 3 initiatives launched

### AMBASSADORS

16,060 visitor welcomes  
1,226 business visits

### SAFER CITY

2 dedicated PSNI officers  
1,289 business liaisons

338 retailers subscribed to Retail Crime Watch

### DIGITAL MARKETING

13,500 website visits  
31,000 page views

8,300 likes  
2,470,000 reach

### MARKET RESEARCH

1,100 consumer surveys  
600 business surveys

5 footfall cameras installed

### MARKETING CAMPAIGNS

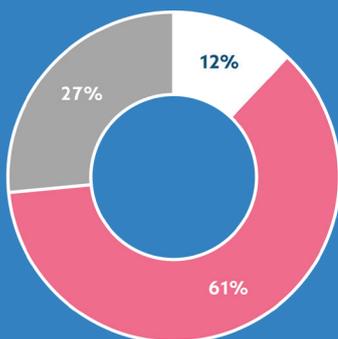
530,000 trips generated  
£42.8m spend generated

### FOOTFALL

2.4% increase year-on-year



### BELFAST VISITOR REGIONS



■ Belfast Metropolitan Area  
■ Rest of NI  
■ Outside NI

## PROJECTS UPDATE

### SUMMER ADVERTISING CAMPAIGN

Our summer advertising campaign launched at the end of June, targeting consumers within a 45 minute drive time of Belfast to come to the city to shop, eat and socialise.

The campaign will span across outdoor, online, social media and radio advertising with the strap line The Belfast Experience.

### GET INVOLVED WITH OUR WORKING GROUPS

We are continually looking for new members to join our working groups. If you are interested in joining our Promote, Support or Enhance working groups please email Bronagh at [bronagh@belfastone.co.uk](mailto:bronagh@belfastone.co.uk).

### PEST CONTROL

As part of our Support projects we will be researching a subsidised pest control for businesses.

These measures add towards a cleaner city. More details will be announced on our website in the near future.

### 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.