

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

2017/18 Q2 NEWSLETTER



WELCOME!

Year Two is now well underway and we are delighted to announce the appointment of Liz Kerr, Area Manager for Boots Central Belfast, as the new Chair of Belfast One.

Since our last newsletter we have been busy with our Promote, Enhance and Support projects. Our clean team launched in August with a focus on helping businesses deal with daily challenges of waste on their doorstep in the mornings.

In September our Alive After Five advertising campaign went live and a further autumn advertising campaign will go live in October 2017 to drive footfall into the City Centre. We were also a sponsor of Culture Night for the first time to help spread the event across the City Centre and into Belfast One.

Read on to find further details on all our projects...

CLEAN TEAM LAUNCHES IN THE CITY CENTRE



We're delighted to have launched our City Centre cleansing on 21 August.

This initiative is to combat the daily challenges businesses face with waste on their doorstep. Broken glass, fast food wrappers, cigarette butts, dangerous and unsanitary waste are

just a few examples of what the project will tackle.

The new scheme will see local business McQuillan Companies perform a range of professional external cleaning services to City Centre businesses four days a week before premises open.

This is over and above the statutory baseline cleansing already offered by Belfast City Council.

The team will also work with The Welcome Organisation with the cleansing team providing another link between the charity and rough sleepers who they assist on a daily basis to get the support they need.

If you have a specific problem area you would like to report please contact info@BelfastOne.co.uk.

LIZ KERR APPOINTED CHAIR OF BELFAST ONE



Liz Kerr, Area Manager for Boots Central Belfast, has been appointed Chair of Belfast One.

"I am delighted to be Chair of the Belfast One Board, a dynamic and diverse group of business representatives who are passionate about working collectively for the benefit of our City Centre," Liz said following her appointment.

"I am very much looking forward to working with everyone to deliver and extend the possibilities of our five year plan that will benefit every business and create a city centre we can all be proud of."

"I would encourage all business to get actively involved in Belfast One and would welcome all your views and opinions."

FREE PROTECTING YOUR BUSINESS WORKSHOP

As part of our Support projects, in partnership with the PSNI and Belfast City Centre Management, we will be running a free Protect your Business Workshop on 24 October.

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

CHRISTMAS OPENING HOURS

The Christmas shopping hours schedule is now available.

1 to 8 December - weekdays 9am-9pm, Saturday 9am-6pm, Sunday 1pm-6pm

11 to 22 December - weekdays 9am-10pm, Saturday 9am-7pm, Sunday 1pm-6pm

The Christmas Light Switch on event returns to Belfast City Hall on Saturday 18 November.

The Continental Christmas Market will also open on Saturday 18 November and run until Saturday 23 December.

CITY CENTRE FAMILY WALKING TOUR LAUNCHES



In August 2017 we launched our You'll Never Guess What Happened! family walking tours.

Working with children's charity Young At Art, these tours are part of our Promote project and are designed to encourage families to explore the City Centre and stay afterwards to eat, shop and more.

The tours are running on selected Sunday's and to date over 200 people have taken part. Feedback surveys have shown on average participants spent 2-3 hours in the City Centre following the tour with over 50% eating or shopping afterwards.

There will be special tours running for Halloween and Christmas.

CULTURE NIGHT 2017

This year we were delighted to get involved in Culture Night on 22 September 2017.

Our aim was to help support businesses across the Belfast One area to promote their events and drive footfall to the area. This included distributing 3,000 programmes of events specifically in Belfast One as well as three ad walkers and two ad bikes promoting the area.

Belfast One also sponsored the stage



at Bank Square, bringing 12 acts to the area from 1pm to 11pm, as well as The Folk Town market.

PROJECTS UPDATE

EURO ACCEPTED HERE WINDOW STICKERS

To coincide with the run up to Christmas we now have Euro Accepted Here window stickers available for free to businesses to encourage visitors from ROI to spend in store.

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

TELL US ABOUT YOUR EVENTS

Every week Belfast One produces an online guide of five things to do in Belfast One that is promoted via social media.

If you have an upcoming event or offer you would like to include please contact Info@BelfastOne.co.uk.

ENERGY COST SAVING INITIATIVE

We are currently researching a new cost saving initiative for businesses to save on their energy costs.

We will provide more information in our next newsletter.

RETAIL CRIMEWATCH FINALIST IN SECURITY AND FIRE EXCELLENCE AWARDS 2017

Retail Crimewatch, the crime reduction initiative free to all Belfast One retailers, has been short listed for the Security and Fire Excellence Awards 2017.

The awards take place on 22 November.

ALIVE AFTER FIVE CAMPAIGN SEPTEMBER CAMPAIGN



Belfast One are continually promoting the evening economy to encourage people who work in the City Centre to stay after work to eat, shop and socialise in the area.

As part of this we launched a large scale marketing campaign across digital and outdoor advertising, targeting the greater Belfast area in September 2017.

We have also produced an Alive After Five leaflet detailing offers that are available after 5pm across restaurants and bars in the Belfast One area, as well as promoting them via our website.

If you have an offer you would like to add please let us know by contacting info@BelfastOne.co.uk.