

# BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

2017/18 Q4 NEWSLETTER



## GET INVOLVED IN THE BELFAST CITY CENTRE EASTER EGG HUNT



Last year saw the first Belfast City Centre Easter Egg Hunt and it's back this year from Saturday 24 March to Saturday 7 April.

Last year saw hundreds of families hunting the Belfast One area to track

down the eggs for the chance to win a family prize package.

We are currently reaching out to businesses who want to be a location in the hunt. You must be able to display the 2.5ft egg from 24 March to 7 April 2018 and be a ground floor business that's accessible to the public.

Spaces are limited and in an effort to spread the events across the City Centre there will be a restriction on how many businesses can be involved in each area.

Contact [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk) if you are interested in being a part of the event by Monday 12 March.

## FREE BUSINESS CYBER SECURITY SEMINAR



Belfast City Centre Management are holding a free Cyber Security Seminar at the Clayton Hotel in Belfast on Thursday 22 March from 9am to 4pm, supported by Policing and Community Safety Partnership, Central Business District and Belfast One.

The seminar will include talks from experts in the area of business cyber crime including Charlie McMurdie, David Benford and Stuart Green.

Visit [belfastcybercrime.eventbrite.co.uk](http://belfastcybercrime.eventbrite.co.uk) to book your space.

## JOIN THE NASHVILLE IN BELFAST CELEBRATIONS



Belfast City Council is gearing up to host an action-packed, fun-filled week of events, taking place across the city, from Saturday 28 April to Monday 7 May 2018, dedicated to Nashville, the music city of America.

Nashville in Belfast will be a celebration of over 20+ years of a working relationship with our sister city where music and culture historically link us and we're reaching out to businesses in Belfast One to get involved.

Ways that you can get involved include:

- Add Nashville specials to your menu e.g. hot chicken, barbecue ribs, mac n cheese.
- Tennessee whiskey cocktails e.g. Lynchburg Lemonade.
- Musician themed cocktails from Johnny Cash to Elvis.
- Live music.
- Nashville movie nights e.g. Nashville, Walk the Line, The Green Mile, Elvis Presley's movies.

A programme will be put together to showcase what's on across the city and promoted online and in print. We will also be producing packs for businesses to decorate their windows for the ten days of the celebrations.

If you would be interested in putting on an offer, event or special menu, or receiving a pack please email [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk) by 23 March.

## ADVERTISE YOUR VACANCIES AT BELFASTONE.CO.UK/JOBS

Following feedback from businesses we will be launching a recruitment section on the Belfast One website where businesses can list their vacancies free of charge.

This dedicated web page will be promoted via social media on a regular basis to drive traffic to the page.

Businesses can add vacancies to the jobs page with their Shop, Do, Dine website login. If you do not yet have a login please contact [Info@BelfastOne.co.uk](mailto:Info@BelfastOne.co.uk) to request yours.

## CALL FOR POTENTIAL NEW STREET ART LOCATIONS



Would you like to see street art in your area?

As part of our Enhance projects we are currently identifying walls on businesses across the Belfast One area that could be used to decorate with street art. This is to not only enhance the area but to encourage visitors.

If you have any areas you wish us to consider for street art please get in touch with the team at [Info@BelfastOne.co.uk](mailto:Info@BelfastOne.co.uk).

## PROMOTE YOUR BUSINESS WITH Q-PARK REWARDS



Following a new partnership with Q-Park, Belfast One businesses will now be able to have their promotions and discounts featured on the Q-Park Rewards app.

The discounts will be pushed to anyone parking in Q-Park at Victoria Square or St Anne's Square who has the Q-Park Rewards app.

To find out more information and to get your discount submission form email [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk).

## BUSINESS UPDATES

### EASTER EVENTS AND MENUS

We will be running an online promotion for Easter promotions and events in the Belfast One area. If you have any promotions that you would like to have included please contact [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk).

### NORTH WEST MASTERPLAN CONSULTATION

The consultation on the Inner North West Masterplan is now open and can be viewed at the following link [bit.ly/north-west-masterplan](http://bit.ly/north-west-masterplan)

### FREE UTILITY BILL ANALYSIS

We recently announced our new partnership with Utilitywise. As part of this project we are offering all Belfast One businesses a free Utility Bill Analysis. Contact [Info@BelfastOne.co.uk](mailto:Info@BelfastOne.co.uk) to claim yours today.

### SHOP DO DINE LOGIN

Businesses can freely promote their events and offers on BelfastOne.co.uk via their business login, as well as update their entry on our Shop, Do, Dine directory.

Email [Info@BelfastOne.co.uk](mailto:Info@BelfastOne.co.uk) to get your login information.

### 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](mailto:Bronagh@BelfastOne.co.uk)

### FOOTFALL AND MARKET RESEARCH REPORTS

Monthly footfall and quarterly market research reports are freely available to Belfast One businesses. If you would like to receive these reports please email [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk)

### JOIN A WORKING GROUP

We welcome all new members to our Promote, Support and Enhance working groups. These groups meet on a monthly basis to discuss current and new projects that Belfast One has.

If you are interested in joining email [Info@BelfastOne.co.uk](mailto:Info@BelfastOne.co.uk)

## ENTER YOUR BUSINESS FOR THE BELFAST BUSINESS AWARDS



The deadline for entries to the Belfast Business Awards is Friday 16 March.

This year there are 21 award categories ranging from retail, hospitality, digital marketing, sustainability, family owned

to growth and individual awards, as well as our two new categories; Small Business Coach/Mentor of the Year and Best Technology Based Business.

Belfast One are delighted to be sponsoring the Best Business Premises award and support local businesses.

Visit [BelfastChamber.com](http://BelfastChamber.com) to find out more and enter online today.

## BELFAST ONE EMPLOYEE DISCOUNT CARD

Several businesses have approached us about the possibility of offering discounts to employees of other businesses within Belfast One.

We would like to find out how many businesses would be interested in taking part in this kind of scheme. It has been run successfully in other BIDs including Liverpool, Durham and Solihull.

If you would be interested in either offering a discount or getting cards for your employees please contact [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk).

## PROMOTE EVENING OFFERS WITH TRANSLINK METRO

As part of our ongoing partnership with Translink, businesses have the opportunity to get involved with Translink's £2 Metro evening promotion running from 1 March to 31 May from 6.30pm.

Translink are seeking offers from local businesses to encourage consumers to come visit the city after 6.30pm. Offers will be promoted on the Metro webpage and via Translink's social media pages.

If you would like to get involved please contact [Julie@BelfastOne.co.uk](mailto:Julie@BelfastOne.co.uk).