

BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

SPRING 2019/20 NEWSLETTER



BELFAST GIFT CARD COMING SOON!

Belfast One is delighted to be introducing the Belfast City Centre Gift Card. This is a prepaid MasterCard based gift card which will be available for use in participating Belfast One businesses.

If you want to be able to accept the gift card please contact Karen@belfastone.co.uk. There is no extra charge involved with this scheme if you are a BID levy payer.

The Miconex team will be out speaking to businesses in the next few weeks.

THE OPEN IS COMING TO NORTHERN IRELAND

The Open is coming to Portrush from 14-21 July. 215,000 tickets have been sold with 20% of ticket holders staying in Belfast City Centre. There will be a limited supply of point of sale goods for businesses to use. Email Gillian at G.Armstrong@TourismNI.com to get your pack.

We will be running family mini-golf at City Hall from 14-21 July, and live music at Bank Square from Friday to Sunday. If you have an offer or event you would like to promote at these email Julie@BelfastOne.co.uk

CLEAN TEAM EXTEND SERVICES

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 at Info@BelfastOne.co.uk

FREE BUSINESS WORKSHOP SERIES

Belfast One are delighted to launch our series of 2019/20 Business Workshops for our members. These will take place on the third Tuesday of every month, covering HR, finance, marketing and customer service and will be free for Belfast One members to attend.

We will be working with experts across Belfast to deliver these workshops, which will provide a free personal development opportunity for business owners and their employees.

Belfast One will also be partnering with Belfast City Council, who will offer follow-up mentor support for businesses following the workshops. A member of their Economic Development team will be present at each workshop. Find out more about these services here.

To register for a workshop email Karen@BelfastOne.co.uk or go to BelfastOne.co.uk/BusinessWorkshops

28-May-19	Performance Management	19-Nov-19	Finance Management For Non-Finance
18-Jun-19	Social Media Marketing For Small	17-Dec-19	Social Media Marketing For Marketers
23-Jul-19	Customer Service Training	21-Jan-20	Customer Service Training
20-Aug-19	How To Be Effective In Meetings	18-Feb-20	Project Management
17-Sep-19	LinkedIn Masterclass	24-Mar-20	Digital Marketing And Monitoring
15-Oct-19	Customer Service Training		



Belfast One has held a number of public events in 2017 and 2018, which drove footfall and spend in the City Centre. We are pleased to announce our 2019-20 events schedule.

Events will be returning including the Summer Cinema and Great Belfast Busk Off, as well as new events being launched including Chinese New Year in January, and a series of activity when The Open comes to Northern Ireland in July.

At each of the events businesses will be given the opportunity to promote special offers and menus via a print and online programme.

If you would require any further information on any of the events please email Julie@BelfastOne.co.uk

6 Jul 19	The Great Belfast Busk Off
19-21 Jul 19	The Open Family Activities
3 Aug 19	Fashion Event
17-18 Aug 19	Summer Cinema at City Hall
23-29 Sept 19	Restaurant Week
20 Sept 19	Culture Night
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

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 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.

CLAIM YOUR WEBSITE LOGIN

With your business login you 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. If you do not yet have a login please contact Info@BelfastOne.co.uk to request yours.

SCHEDULE A BUSINESS CALL

If you would like to hear more about Belfast One's projects and how you can get more involved with the BID why not schedule a business visit?

Email our Business Engagement Officer Karen Clifford to set up a meeting at Karen@BelfastOne.co.uk.

BELFAST CANVAS INITIATIVE LAUNCHED

Utility boxes in Belfast City Centre are being given a makeover by Belfast One, Belfast City Council, and Destination CQ as part of the Belfast Canvas project.



BELFAST ONE THING ADVERTISING CAMPAIGN

Our advertising campaign launched in April, promoting eating, shopping and socialising in Belfast City Centre. This targeted people within a 45minute drive time of Belfast.



RESTAURANT WEEK TO RETURN IN SEPTEMBER

Following the success of February's Restaurant Week, it will return in September as part of Taste The Island. For more information email Julie@BelfastOne.co.uk

