



BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

YEAR TWO ANNUAL REPORT
2017-18



CONTENTS

CHAIR'S WELCOME	3
EXECUTIVE SUMMARY	4
YEAR TWO IN FIGURES	5
PROJECTS	
Promote	6
Enhance	9
Support	11
BUSINESS ENGAGEMENT	12
YEAR THREE	13
FINANCES	14

CHAIR'S WELCOME

It was with much pleasure that I took over as Chair of the Belfast One Board in June 2017, connecting with a dynamic and diverse group of business representatives who have passionately worked for the benefit of our City Centre. It has been an exciting and challenging time ensuring that Year Two of our businesses plan is delivered successfully.

All our Year Two achievements are presented in this report, including details of the three new projects which were launched, as we now look ahead to build an even better year of innovation, investment and partnership.

The Belfast One BID area consists of over 800 businesses and membership has more than tripled in the last 12 months. We are delighted that more of you are engaging and participating in our working groups. The outputs of these groups has helped to inform work solutions and has contributed to locally relevant decisions that have made a real difference.

For example, our ISL Waste Management partnership picked up a Highly Commended Award at the Ulster Business UTV awards. A great achievement and recognition for a very successful initiative. A business improvement district is a business run by businesses, so thank you for getting involved.

With the new Central Business District BID launched and Destination CQ already well established, there are now three BIDs in Belfast. Our ambition will be to develop a more collaborative approach with the other BIDs, to deliver for the benefit of our City.

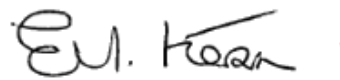
Our Belfast One Mission remains “to transform Belfast City Centre into a clean and safe bustling twenty-four hour culture full of people loving it!”

It is a pleasure to act as Chair for another year. I am very much looking forward to working with everyone to deliver and extend the possibilities of our remaining three year plan, with all businesses feeling the benefit and creating a city centre of which we can all be proud.

I would like to thank Stephen Mewha (Vice Chair) and the

Belfast One Board and team for the dedication, energy and passion they have provided in support of delivering our five year business plan.

I would also like to thank you in advance for your continued involvement. Your views and opinions matter, and together we can help shape an even better future for the City Centre of Belfast.



Liz Kerr, Belfast One Chair



EXECUTIVE SUMMARY

It has been another busy year for the Belfast One team and as we reflect on what has been achieved, it is fantastic to see our five year business plan, with the key themes of Promote, Enhance and Support, coming to life.

In 2017/18 Belfast One has continued to focus on delivery of projects with our mission at the forefront 'to transform Belfast City Centre into a clean, safe, bustling twenty-four hour culture full of people loving it!' Our promotional activity was in market for a total of 23 weeks between April 2017 and March 2018 – so for nearly half the year we were encouraging people to come to Belfast. Our digital marketing has been continuous and with over 60,000 website users and a reach of over four million on Facebook we are steadily growing our audience.

The Belfast One ambassador project is now well established and the team have become familiar faces on the streets and to add to this we now have a Clean Team. The team carry out cleansing services over and above Belfast City Council, working a total of 48 hours a week. They also carry out one-off operations to clean up problem areas or remove graffiti at least once a month. The feedback from businesses has been excellent; our most recent business survey shows that 95% of businesses who knew about the initiative rated it as excellent or good.

Footfall has been a challenge this year and is down 1.3% on last year. We were encouraged to see that Belfast is outperforming trends across the rest of Northern Ireland, where footfall is down 2.3%, and the UK where footfall is down 2.4%. Of course there is work to do in order to improve

this, and in the coming year we plan to deliver five large scale marketing campaigns as well as organising more city centre activities aimed directly at driving footfall.

Year Three will be about building on our successes and striving to be even better. Our city is constantly evolving and improving, and we see Belfast One as an important part of ensuring Belfast remains competitive as a place to shop, socialise and do business.

Finally I would like to encourage all Belfast One businesses to get involved with your BID; the more engagement, ideas and feedback we have the better Belfast One will be. Please contact us, get involved, and see the benefit to your business.

Clare Maguire
Managing Director



BELFAST ONE BOARD MEMBERS

Liz Kerr (Chair)	Boots	Paul McMahon	CastleCourt
Stephen Mewha (VC)	House of Fraser	Philip Gordon	Bigger and Strahan
Nigel Skillen	Diamond and Skillen	Alan Braithwaite	Abacus Recruitment
Michelle Greeves	Belfast Chamber	Stephen Murray	Andras House
Chris Sutor	Sutor Bros	Andrew Irvine	East Belfast Mission
Colin McGreevy	Marks and Spencer	Lisa Toland*	Belfast City Council
Geraldine Duggan	Belfast City Centre Management	Michael Stewart*	House
Wilson Walker	NI Transport Holding Co		

*Advisor

YEAR TWO IN FIGURES

BUSINESS INITIATIVES



5 initiatives in place
1,800 hours additional cleansing

AMBASSADORS



38,178 visitor welcomes
8,217 business visits

SAFER CITY

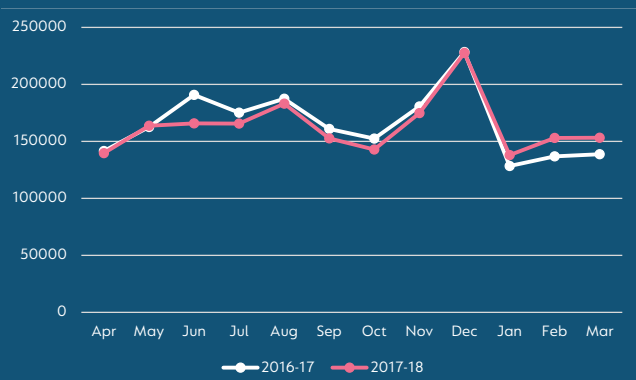


2 dedicated PSNI officers
1,700 City Centre issues dealt with



328 retailers subscribed to Retail Crime Watch

FOOTFALL



Region	Year on Year Footfall
Belfast	-1.3%
Northern Ireland	-2.3%
UK	-2.4%

DIGITAL MARKETING



60,748 website users
140,402 page views



13,000 likes
4,238,992 reach

MARKET RESEARCH



1,400 consumer surveys
280 business surveys



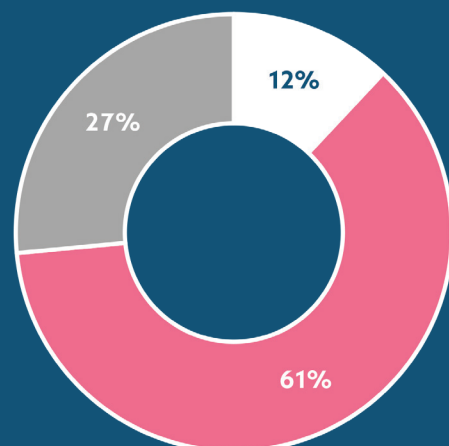
5 footfall cameras

MARKETING CAMPAIGNS



5 Belfast Experience advertising campaigns

BELFAST VISITOR REGIONS



■ Belfast Metropolitan Area ■ Rest of NI ■ Outside NI

PROMOTE

Promoting Belfast City Centre to increase footfall for business, retail and hospitality



PROMOTIONAL CAMPAIGNS

In Year Two Belfast One has launched five promotional campaigns under the umbrella of **The Belfast Experience**, as well as teaming up with other City Centre partners to collaborate and maximise our marketing budgets.

The Belfast Experience advertising campaigns

Our summer, autumn, pre-Christmas and spring campaigns showcased a range of ways to Shop, Do and Dine in Belfast throughout the year, all of which contribute to The Belfast Experience.

The campaign spanned across billboards, bus shelters, social media, display advertising, utilising social media influencers and more. The artwork used bright and bold colours that demand attention and help to highlight that Belfast really is the place to be.

The creative template stayed the same across the different formats for all the campaigns to help establish the Belfast One brand with consumers.

Alive After Five

Alive After Five first launched in March 2017 to encourage

people who work in Belfast to stay in the City Centre after work to eat out, go late night shopping or listen to some live music before they go home.

In Year Two we further built on this campaign and used The Belfast Experience campaign umbrella to do so. Experience Belfast After Five was launched in September 2017 and spanned across outdoor, online and social media advertising, with what's on after 5pm weekly guides and more. Businesses were encouraged to get involved by displaying Alive After Five window stickers and submitting their offers to be shown both on the website and in our Alive After Five offers booklet, which highlights offers across the Belfast One area.

The booklet has now had three editions and over **20,000 copies** have been distributed across Northern Ireland. Our partnership with Translink has allowed for a wider distribution and we have also partnered on a station poster campaigns.

Find Your Belfast This Christmas Campaign

In partnership with Visit Belfast, the Find Your Belfast This Christmas campaign was launched in November 2017 with a focus on retail and eating out, addressing one of the



Family Walking Tours



Culture Night at Bank Square



Belfast One Elves



Belfast City Centre Easter Egg Hunt

key Promote goals to drive footfall into the Belfast One area. The campaign went live in mid-November, targeting consumers in Northern Ireland and the Republic of Ireland across TV, email marketing, social media, radio, outdoor advertising, digital display advertising and PR to raise the profile of Belfast as a destination at Christmas to drive footfall.

The campaign delivered fantastic results, generating **365,000 trips** to Belfast (day and overnight) and **£35m** to the local Belfast economy.

Smaller campaigns online campaigns throughout the year included Small Business Saturday, Halloween and Valentine's Day guides.

The campaigns were live for a total of **23 weeks** from April 2017 to March 2018 meaning that there was a Belfast campaign in market, that encouraged the people of Northern Ireland to visit Belfast, for nearly half of the year in addition to Belfast One's continuous social media and website presence.

Belfast One Elves

To boost Belfast's profile at Christmas time we introduced

the Belfast One Elves in December 2017. This campaign ran for 10 days with the Belfast One Elves spreading Belfast festive cheer across Belfast and across Northern Ireland.

A social media video featuring the Elves in various iconic venues, getting into mischief and spreading Christmas cheer along the way was used to launch the campaign. Famous faces including the Lord Mayor joined in on the action. The Elves then spread festive cheer in several towns across Northern Ireland by giving out gift cards for shops only available in Belfast City Centre in order to drive footfall.

EVENTS

This year Belfast One delivered several family friendly events.

Belfast City Centre Easter Egg Hunt

Our annual Easter Egg Hunt ran in April 2017 and March/April 2018. The event has proved hugely popular with families who were tasked with using clues to find 10 giant eggs in businesses across the City Centre.

The entry sheet was downloaded over **2,000 times** with **over 500 entries** across the two events with businesses reporting increased footfall due to the event.

Family Walking Tours

In partnership with Young At Art we have developed Sunday morning walking tours to encourage families to visit the City Centre. The tours are a fun way to explore Belfast, with a summer tour and additional themed tours for Halloween, Christmas and Easter. From September to March 24 tours took place over 9 dates resulting in **876 participants**.

Culture Night 2017

Belfast One were the sponsor of Bank Square on Culture Night 2017. With live music throughout the evening, as well as the FolkTown market, the event was very successful in driving footfall into the Belfast One area on Culture Night. It also received great feedback from the public and businesses in the area.

Chinese New Year Family Fun Day

In partnership with Young At Art and Q Radio we ran a two-day family fun event at the Fountain Centre around the theme of Chinese New Year.

Activities included workshops, cookie decorating, face painting, balloon modelling and more. There were also eight storytelling sessions in local businesses and as part of the event marketing other half-term activities taking place in businesses across the City Centre were promoted in a print and online programme.

The event attracted over **1,000 people** over the two days.

WEBSITE

Our website has steadily grown in Year Two, with **140,402 page views** from **60,748 users**, with 74% of traffic coming from within Northern Ireland and Republic of Ireland.

BelfastOne.co.uk sections include; What's On, Blogs and Getting Here, as well as a members' section that includes information about Belfast One, project updates and downloads. Our 5 Things to Do This Week blog has gained a significant following and has had great results for featured businesses in boosting their events and offers.

site to update their own business page on BelfastOne.co.uk and add their events and offers to the What's On section. To date we have 77 businesses using this service.

SOCIAL MEDIA

Our social media has grown to **16,028 followers** across Facebook, Instagram and Twitter. Our Facebook reach was **4,238,992** over the past 12 months and has been a great platform for Belfast One businesses to connect with a local audience.

Our Twitter account continues to have a business focus with over 1,200 followers and regular engagement across the Belfast business community.

MARKET RESEARCH AND FOOTFALL

Belfast One's consumer market research takes place continuously throughout the year in Belfast City Centre and provides valuable insights into the views of customers and businesses and indeed has helped to shape our marketing and communications strategy.

We have also commissioned consumer research in satellite sites to highlight the key factors that deter visitors from coming to Belfast. These have then been addressed through our advertising campaigns.

Belfast One has also worked with Springboard to install five footfall cameras across the City Centre. This data provides invaluable information on how the City Centre is performing as well as the impact of marketing campaigns and events.

The results of this market research are now shared with Belfast One businesses on a quarterly basis and footfall reports are circulated once a month.

PRESS AND PR

In the past 12 months several key business and consumer stories have been picked up by local and regional online and printed media. Our PR campaigns have delivered 12 articles.



ENHANCE

Developing and delivering projects that enhance our City Centre for visitors, businesses and workers



Belfast One Ambassadors



The Clean Team



Award-winning Retail Crimewatch scheme



Final artwork on Gresham Street

CLEAN TEAM

The Belfast One clean team launched in August 2017. The scheme involves local business McQuillan Companies performing a range of professional external cleaning services to City Centre businesses six days a week.

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

Since August the team have carried out **1,800 hours** of additional cleansing, including responding to business requests for cleaning alleyways and removing graffiti at least once a month.

PEST CONTROL

Ecolab were appointed as our pest control partner for the Belfast One area in November 2017.

They proactively eliminate pests through regular routine inspections based around the biology of pests encountered or local pest history at each site. They do this using rodent and insect monitors and physical checks ensuring thorough inspections, communication and appropriate measures for elimination.

Ecolab have undertaken **seven pest control operations** in the Belfast One area since their appointment.

As part of this partnership Belfast One businesses are also offered favourable rates for their own pest control services with Ecolab.

Artwork on Gresham Street in progress



Clean Team in action



Signing of City Centre Beat SLA

PSNI CITY CENTRE BEAT

Belfast One has continued as the principle funder of the City Centre Beat PSNI Officers. These officers provide a dedicated PSNI resource to police issues that directly affect businesses within the Belfast One area.

In the past 12 months the City Centre Beat officers have dealt with some **700 anti-social behaviour reports** (including substance abuse and begging), and **1,000 traffic issues** in the City Centre. This demonstrates the huge benefit that they offer for Belfast One businesses.

RETAIL CRIMEWATCH

328 Belfast One retail levy payers are now members of the Retail Crimewatch scheme, freely available as part of their BID levy.

In the past 12 months there have been **191 exclusion orders** issued as part of the scheme. Shoplifting offences in the City Centre have seen a significant drop year-on-year, with **11.9% decrease** in reported crimes between 2017 and 2016.

The Retail Crimewatch Scheme was awarded the Security Partnering Initiative of the Year Award at the Security Fire

and Excellence Awards in London and the Research and Development Project of the Year Award at the UTV Business Eye Awards in Belfast in 2017.

AMBASSADORS

The ambassadors continue to provide visitors with a warm welcome to the City Centre, as well as acting as a vital link between businesses and the Belfast One team to communicate information about new projects and initiatives. They also liaise with the PSNI City Centre Beat officers on issues such as anti-social behaviour while also reporting litter and graffiti.

In the past 12 months our Belfast One ambassadors have welcomed **38,178 visitors**, completed **8,217 business visits** and reported **4,475 environmental issues**.

STREET ART

As part of our Enhance projects we have started to decorate walls in the Belfast One area with street art. This is to not only enhance the area but also to encourage visitors.

Working with Seedhead Arts we completed our first project on Gresham Street in March 2018 and have identified several other areas for projects in Year Three.

SUPPORT

Drive down business costs and provide practical support to help all levy payers



TRADE WASTE AND RECYCLING

The first of its kind in Northern Ireland, our trade waste and recycling initiative aims to improve the quality and cost of waste and recycling collections for our businesses. This type of initiative has been very successful in other BIDs across the UK, and we are confident we can replicate this in Belfast.

Barry Donaghy, Director of ISL said, “We place great importance on the quality of our service because we recognise the value customers place on reliability and the fact that we represent them in contributing to a clean and environmentally friendly streetscape.”

ENERGY PROJECT

Belfast One has appointed Utilitywise as our preferred energy provider for businesses. Utilitywise will provide energy guidance, support and procurement for businesses in the city centre. They will collaborate to deliver an energy partnership focused on reducing utilities cost, improving efficiency and managing energy consumption. The energy partnership should prove highly valuable to businesses from chain stores and restaurants to local delis and coffee giants.

Utilitywise are impartial, independent and transparent and will offer members of Belfast One a bespoke Utility

Management Plan, ensuring members gain the most from their business utilities.

MERCHANT SERVICES

Belfast One has partnered with Bank of Ireland Payment Acceptance UK (BOIPA UK) to offer a fantastic deal that aims to reduce businesses' merchant services costs. BOIPA are providing Belfast One businesses with a wide range of competitive debit and credit card payment solutions. The focus of the offer is on price transparency, great value, and customer service.

PROTECTING YOUR BUSINESS WORKSHOPS

We have held two Protecting Your Business Workshops in October 2017 and February 2018, in partnership with Belfast City Centre Management and the PSNI. The workshops included training staff in vigilance, safety and security, fraud, counterfeit currency as well as Retail Crimewatch.

BROADBAND

Following feedback from businesses and in partnership with B4B Networks Ltd, Belfast One have worked to access Ultrafast broadband utilising the new business grants offered by the government.

BUSINESS ENGAGEMENT



Footfall reports from Belfast One BID

Footfall reports
Information for businesses
Please find below the footfall reports for May 2017 for the Belfast One BID

[View this email in your browser](#)



Get Ultrafast Broadband for your business with Belfast One and B4B

Belfast One are keen to address the availability of Ultrafast Broadband for all our members.

Unfortunately this is not a utility that has universal availability in Belfast City Centre and we have been contacted by several members who cannot access the broadband they need to operate their business; one of our members was quoted over €200 per month for an internet connection!

Over the past 12 months the Belfast One team has worked to communicate with businesses (via print, online, face-to-face events and through our ambassadors) in order to inform them about our initiatives and encourage them to get involved with Belfast One.

Quarterly newsletters

To keep businesses up-to-date with our latest projects and campaigns we produce a quarterly newsletter that is hand delivered by our ambassadors to every business, as well as emailed to our mailing list of 619 businesses.

We also send out regular email updates about upcoming campaigns and events. If you would like to be added to our mailing list please contact Info@BelfastOne.co.uk

Project brochure

We have compiled a project brochure to give businesses an overview of our projects and information about how

each business can benefit. This was sent to all businesses on paying their levy in Year Two, as well as being distributed by the Belfast One Ambassadors.

Working groups

Belfast One hold regular working group meetings across the Promote, Support and Enhance theme. This gives Belfast One levy payers the opportunity to get involved with the BID and influence the projects we are undertaking.

We have been actively recruiting new members to these groups and since Year One have doubled the number of participants.

Business market research

We carry out quarterly market research with our businesses to get their feedback on projects, ideas for new initiatives, and monitor the impact Belfast One is having.

YEAR THREE PRIORITIES

In Year Three we plan to build on the success we've had in our first two years across our Promote, Enhance and Support projects.

PROMOTE

Our Year Three plans include delivering five large scale advertising and marketing campaigns including Alive After Five and Christmas. These campaigns will be targeted within a 45 minute drive-time of Belfast to encourage the public to choose Belfast as their number one destination to shop, eat and socialise.

Additionally we will continue to grow our online engagement on social media and our website through seasonal online campaigns. We will aim to increase the number of business logins for BelfastOne.co.uk and build on our business blogs and articles on things to do in the City Centre.

We will also be organising activities to attract visitors to the City Centre including an outdoor film festival in July 2018 in partnership with the Belfast Film Festival. We are also planning a fashion event for late summer 2018 as well as smaller scale family events throughout the year.

Contact us to find out more about Year Three projects.

Our business engagement will be further increased with the appointment of a new Marketing and Communications Assistant to the team.

ENHANCE AND SUPPORT

In Year Three we will be continuing to focus on ensuring visitors to Belfast City Centre have a first class experience; feeling safe, secure, and relaxed so they can enjoy the atmosphere in our fantastic city!

We will continue to work with our Clean Team to raise the standard of cleanliness and tackle graffiti. We are also planning to commission more street art and enhanced street lighting initiatives to help create a positive atmosphere.

We want to continue to help support businesses across all the sectors and so we are planning to hold more workshops and networking events this year.

As always we would encourage businesses to get involved and join our Promote or Support and Enhance working groups. It's a great way to make sure you are getting the best out of the BID and influence future projects.

MEET THE TEAM



Clare Maguire
Managing Director
Clare@BelfastOne.co.uk



Julie McCullagh
Marketing Manager
Julie@BelfastOne.co.uk



**Belfast One
Ambassadors**

INCOME STATEMENT (DEPARTMENTAL BREAKDOWN) FOR THE YEAR ENDED 31ST MARCH 2018

	Central 15% (£)	Promote 40% (£)	Enhance and Support 45% (£)	Totals 2018 (£)	Totals 2017 (£)
Income					
From compulsory levy collection:					
• Levy invoices issued	156,754	418,010	470,261	1,045,024	1,063,165
• Bad debt provision - 2016/17	(10,277)	(27,405)	(30,831)	(68,513)	(24,380)
• Less Bad debt provision - 2017/18	(28,428)	(75,807)	(85,283)	(189,517)	0
From voluntary levy collection	300			300	150
Bank interest received	263			263	29
Sundry income	117			117	0
Total income	118,729	314,798	354,147	787,674	1,038,964
Expenditure					
• Advertising, PR and events	10,640	214,010	2,406	227,056	82,809
• Campaigns and project expenditure	0	118,825	273,350	392,175	264,875
• Payroll and recruitment	51,148	33,014	27,325	111,487	115,183
• Establishment	11,431	2,819	0	14,250	8,242
• Travel, subsistence and meeting costs	1,689	3	67	1,759	1,612
• Printing, postage, stationery and communications	14,498	0	45	14,543	21,280
• Legal, professional and accountancy	27,524	0	0	27,524	45,073
• Subscriptions	2,747	1,087	0	3,834	688
• Repairs and maintenance	184	0	0	184	913
• Bank charges	97	0	0	97	7
• Training costs	1,411	0	0	1,411	2,608
• Insurance	942	0	0	942	491
• Sundries	750	0	10	760	843
• Depreciation	2,028			2,028	1,996
Total expenditure	125,089	369,758	303,203	798,050	546,620
Net income / (expenditure) for the year	(6,360)	(54,960)	50,944	(10,376)	492,344

All of the above results are derived from continuing activities. All gains and losses in the year are included above.

The directors present herewith the summary financial statement of Belfast One BID Ltd for the year ended 31st March 2018 and confirm the following:

- the summary financial statement is only a summary of information derived from the company's annual accounts;
- the summary financial statement does not contain any additional information derived from the directors' report;
- the full annual accounts, the chartered accountant's report and the directors' report can be obtained on application to Belfast One BID Ltd;
- the annual accounts were approved by the Board on 22nd May, 2018

This directors' statement was approved by the board of directors on 22nd May, 2018 and signed on its behalf by:

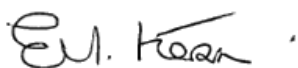


Mrs E.M. Kerr, Chair - Board of Directors

STATEMENT OF FINANCIAL POSITION (BALANCE SHEET) AS AT 31ST MARCH 2018

	2018 £	2017 £
Non Current Assets		
• Tangible assets	6,114	8,142
Current Assets		
• Receivables	40,170	221,818
• Cash and cash equivalents	459,429	290,855
	505,713	520,815
Payables: amounts falling due within one year	(23,745)	(28,471)
Total assets less current liabilities	481,968	492,344
Reserves		
• General funds	481,968	492,344
Total funds	481,968	492,344

The summary financial statement was approved by the Board of Directors on 22nd May 2018 and signed on their behalf by:



Mrs E.M. Kerr

Chair - Board of Directors



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