

BELFAST ONE

NEWSLETTER
JULY 2016



Welcome!

Belfast One officially opened for business in April 2016 and since then the team have had a busy few months. We have been working on a number of projects across the key areas of Promote, Enhance and Support, which we are now delighted to bring you more information about. Key projects include; collaborative procurement of commercial waste and recycling, City Centre Beat funding, Retail Crimewatch and Market Research on customers in the City Centre.

We're also introducing you to your Belfast One team who are working to make a better Belfast.

DEDICATED PSNI OFFICERS FOR BELFAST ONE BUSINESSES

Belfast One has become 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.

This scheme has been run successfully by Belfast Chamber of Trade and Commerce for more than 10 years and Belfast One funding will now secure the scheme for the next five years at least.

If you need to contact an officer call 07795 607 576.

OUR VISION FOR COMMERCIAL WASTE AND RECYCLING SERVICES



A number of BIDs across the UK and Ireland have put in place collaborative procurements to improve the quality and cost of waste and recycling collections for local businesses and we are working on doing the same for Belfast.

We believe that coordinating waste

collections can lead to significant benefits, such as:

- Enabling levy payers to save money on waste collection;
- Increase recycling and reduce waste to landfill;
- Improve the local street scene and environment;
- Better quality service, minimizing missed collections and responding to the needs to customers.

We are working with experienced environmental consultants, Eunomia, to put together our tender and we hope to have worked through the process and awarded the contract by the end of September. We want to hear from businesses as to whether or not they would be willing to avail of this service. Please contact peter@belfastone.co.uk or call us on 02895 216 956 to find out more.

SAVE MONEY ON YOUR ENERGY BILLS

Belfast One, in conjunction with Circa Energy, are offering all BID levy payers the opportunity to collectively purchase electricity and gas, helping to reduce costs. Please see the attached letter for details on how to participate in this scheme.

INTERESTED IN YOUR BUSINESS FEATURING ON OUR NEW WEBSITE?

The new Belfast One website will launch in September 2016 and we are currently seeking businesses to feature on our blog. If you are interested in having your business profiled please contact julie@belfastone.co.uk.

MEET THE TEAM



CLARE MAGUIRE
MANAGING DIRECTOR

Clare has a wealth of experience working with Belfast One, having developed our five-year business plan in her previous role as BID Development Manager with Belfast City Centre Management.

Clare enjoys staying active, eating out and travelling.



JULIE McCULLAGH
MARKETING MANAGER

Julie has extensive experience in marketing, with previous companies including British Council, Palgrave Macmillan and Routledge before starting her role with Belfast One in April.

Julie is a keen football fan and recently went to France to support Northern Ireland at Euro 2016.



PETER MOORE
PROJECT ADMINISTRATOR

Peter has experience managing a wide and extensive range of projects and regeneration schemes in Belfast City Centre. His previous roles include Business Liaison Officer for Belfast City Centre Management and the Streets Ahead Project.

Peter is a keen motorcyclist, diver and published author.

MARKET RESEARCH

June saw the first Belfast One market research surveys take place in the City Centre and these will continue to take place over the next 12 months.

The data gathered from this continuous market research will provide valuable insights into the views of customers and businesses and will help shape our strategy to make Belfast the number one destination for the people of Northern Ireland.

We will be sharing the results of this market research with all Belfast One businesses on a quarterly basis.

RETAIL CRIMEWATCH

All Belfast One retailers have now received their Retail Crimewatch folder, as well as the first update from the PSNI.



Training sessions are continuing throughout July every Wednesday and Thursday at 2:00pm and 3:00pm in Sinclair House (Royal Avenue). To register please contact Tom Smith on **028 9024 2111**.

UPCOMING PROJECTS

BRAND LAUNCH FOR BELFAST ONE

The first Belfast One promotional campaign will launch in early autumn 2016 across outdoor, print, online and radio advertising.

AMBASSADORS WILL SOON BE ON OUR STREETS

We will soon be advertising a tender for the provision of Belfast One Ambassadors who will be the face of our city centre collective.

FOOTFALL COUNTING

Springboard have been contracted to supply the footfall counting services and reports starting in September.

CLEANSING SERVICES

We will soon be advertising our tender to provide extra cleansing services for the city centre over and above what the statutory agencies provide.

ARE YOU OPEN FOR BUSINESS... FOR EVERYONE?

That's the question the Equality Commission is asking as part of its 'Every Customer Counts' initiative that aims to encourage businesses to do something to improve their service to disabled people and the Equality Commission is here to help you. You can widen your customer base, build customer loyalty and plan ahead for the future.

Find out more at
www.equalityni.org/everycustomercounts

