

# BELFAST ONE BUSINESS IMPROVEMENT DISTRICT

SEPTEMBER 2016 NEWSLETTER



## WELCOME!

It's been an exceptionally busy summer for Belfast One. This month sees the launch of several Promote projects including; our first partnership campaign with Visit Belfast, our new website and social media pages, as well as the filming of the first promotional video for Belfast One.

The focus for our Support projects has been on saving money for businesses. We have established partnerships with Circa Energy and BOIPA UK for the collective purchasing of deals on utilities and merchant services. Find more details below on the incredible results businesses have already seen from these projects.

The PSNI City Centre Beat and Retail Crimewatch initiatives are well established as part of our Enhance projects, and we hope businesses are now feeling the benefit of these services.

## SAVE MONEY ON MERCHANT SERVICES WITH BOIPA UK



Belfast One are delighted to be partnering with Bank of Ireland Payment Acceptance UK (BOIPA

UK), with a fantastic offer 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.

Deanes restaurants are one of the latest businesses to sign up: "We at Deanes have taken full advantage of the Belfast One – BOIPA UK partnership and taken up their

Merchant Services offer. The savings we will make as a company are fantastic; amounting to over £750 per month which equates to at least £9000 annually! Switching over was easy and we would urge all BID businesses to contact Michael Finlay and switch today!"

If you wish to register your interest you can visit

[www.boipa.co.uk/belfast-one/](http://www.boipa.co.uk/belfast-one/) or contact Michael Finlay, our dedicated representative on 07887 242 330 or [michael.finlay@BOIPA.co.uk](mailto:michael.finlay@BOIPA.co.uk)

## SAVE MONEY ON YOUR ENERGY BILLS WITH CIRCA ENERGY



Belfast One, working in conjunction with Circa Energy, are offering you, our levy payers the opportunity to collectively purchase electricity and gas in order to reduce your energy costs in just three easy steps:

### 1. REGISTER

As a Belfast One member you can register to join here, entering password circaenergy321: [www.circaenergy.co.uk/belfast-one-bid](http://www.circaenergy.co.uk/belfast-one-bid).

Registration is obligation-free and cost-free and requires only some basic information.

### 2. TENDER

Circa Energy as the energy procurement partner for the BID will collate all the information. A tender will then be created and

sent to all energy suppliers for them to offer best prices.

### 3. SAVE

Each business will be presented with all the offers received from the suppliers. It is then up to each individual member to choose to accept or reject the offer for their business.

It's YOUR choice!

**The results so far have been amazing, with businesses saving between 16-20% - this equates to each business saving over £1000 annually!**

# PROMOTE YOUR BUSINESS ONLINE WITH BELFAST ONE

The new Belfast One website is launching this month and we are currently seeking businesses to feature on the website, as well as opportunities to share your businesses' offers and promotions on our social media channels.

If you are interested in doing so please contact [julie@belfastone.co.uk](mailto:julie@belfastone.co.uk).

## FIRST BELFAST ONE ADVERTISING CAMPAIGN

Belfast One are partnering with Visit Belfast this autumn to encourage people in Northern Ireland to come to Belfast.

The #findyourBelfast campaign launches this month across outdoor, online and radio, with a focus on retail and eating out, addressing one of our key Promote goals to drive footfall into the Belfast One area.

## SOCIAL MEDIA VIDEO PROMOTION

We have teamed together with Streetmonkey and a selection of Belfast One businesses to produce a promotional video about how great city is for social media.

With testimonials from the people of Belfast and a journey through the City Centre the video's aim is to showcase what's on offer and encourage people around Northern Ireland to come to Belfast.

## PROJECTS UPDATE

### PSNI CITY CENTRE BEAT

The City Centre Beat Officers are working hard in the Belfast One area, and we will soon be delivering an information leaflet and contact business card to every business. The Officers are also delivering the PSNI Shop Safe training to businesses, with a high level of interest from retailers in particular to avail of the scheme.

### RETAIL CRIMEWATCH

Training in Retail Crimewatch has been completed for all businesses, and two rounds of offender updates delivered.

We are also working on a new exciting development for the project called Civil Recovery, whereby businesses gain back the monetary value of goods stolen from criminals. Belfast's City Safe Officer will be contacting businesses shortly about this new element to the project.

### AMBASSADORS

The tenders have been received for the provision of our Ambassadors. Once in place they will be a liaison for businesses, addressing any issues you might have as well as helping visitors in the City Centre. This is a key element of the Enhance series of projects

### COMMERCIAL WASTE COLLECTIVE PURCHASING

The tender process is currently open for the commercial waste provision following extensive pre-project research. This closes on 26th September.

## MEET THE BOARD

### CATRIONA MCGIRR, BANK OF IRELAND UK, DEPUTY CHAIR AT BELFAST ONE



#### 1. Why do you think Belfast is a great city?

It has a new energy and exciting vibe at present which makes it a fantastic place to visit, work and live in. Continued investment in the city makes it a top destination for both tourists and businesses alike. It is home to world class visitor attractions and events, fantastic local food produce and an exciting nightlife.

#### 2. What is your top Belfast

#### hidden gem?

Deli Lites is a great spot to catch a quick lunch - there's so much to choose from and the food is all really fresh.

#### 3. Where's your favourite place to eat in Belfast?

Stix and Stones.

#### 4. What other city in the world do you love?

Edinburgh and New York

#### 5. What do you like to do outside of work?

Socialise with friends, walking, travel.

#### 6. What's been your highlight of 2016 so far?

Getting the Belfast One Company formed, staff appointed, company Director appointed and seeing our business plan come to life!