

Two Year Review November 08

HullBID

Working for Business

In October 2006, on a turnout of 48%, more than four out of five (81.5%) businesses voted in favour of establishing a Business Improvement District (BID) in the central part of Hull. The aim of the BID was to make the city centre a cleaner, safer and more inviting place to live, work and shop. This would lead to increased footfall, improved business performance, a safer environment for visitors and employees and generally a more attractive and vibrant city centre. It was to do this by concentrating on 5 main areas of activity:

SAFETY & SECURITY

To reduce the fear of crime and feeling unsafe in the city centre



MARKETING & EVENTS

To provide events, attractions and promotions to increase footfall



MAINTENANCE

To enhance the cleanliness and the appearance of the streets



EVENING ECONOMY

To maximise the potential of the city centre after 5.30pm



ACCESS & SIGNAGE

To improve orientation around the city and promote upcoming events



Ken Baldwin
City Centre Manager

"We set out to create the BID as it was felt by many businesses that some parts of the city centre were looking tired and that potential shoppers and business were being lost to competing cities and towns around Hull. It was felt that business could play an active part in reversing this trend.

As with any new project we've tried things which haven't fully worked out, but in general I do

think that the BID has been instrumental in kick-starting a renewed focus on the city centre that simply wouldn't have happened if it hadn't been for our initiatives and lobbying work. So when people ask me what they get for their 1% contribution, I point to the bigger picture and question them in return as to whether any of these activities would have happened without Hull BID.

As you can see from our activity in the 5 areas overleaf, I think that we've achieved a lot in our first 2 years and are heading in the right direction, and would encourage you all to get behind us in the 3 remaining years that the BID has to run."

SAFETY & SECURITY

'41% Reduction in Anti Social Behaviour in 2 Years'



Ambassador Patrols – City Centre Ambassadors have patrolled the city centre engaging with Police, businesses and other partners to reduce anti social behaviour. They also report street scene issues to Hull City Council and aid visitors to the city.

Supplementary Police Operations – Hull BID has directly funded additional police operations in the city centre such as Operation Aviemore (May 2007) and Operation Dante (August 2007) as well as enhanced policing over Christmas, all with the objective of reducing anti social behaviour and creating a safer environment.

Additional Police Resources – In April 2008, Hull BID's engagement with Humberside Police helped to secure an additional seven Police Community Support Officers (PCSO's) and one extra Police Constable (PC).

Safety and Security Forums – Hull BID has set up and coordinated a regular security forum for the Police and security personnel from retail establishments to enhance joint working. In addition, in February 2008 Hull BID organised three Project Argus seminars dealing with business responses to a terrorist emergency.

Ken Baldwin says: "Right from the start of the BID we recognised that safety and security in the city centre was probably the most important objective for most businesses and I think we've come a long way in meeting this over the last two years and many of the undesirable aspects of anti social behaviour, street drinking and begging which were apparent when we started have been reduced. A partnership approach between Ambassadors, Humberside Police, City Safe and local businesses has been

instrumental in reducing crime and the fear of crime in the city centre. This is something we would like to focus on in the coming years of the BID and in particular by trying to get businesses more involved in BID activities.

Another reason for the reduction in crime in the central area has been the increase in numbers of PCSOs (from 3 to 10) and PCs (1 to 2) which Humberside Police agreed to fund following our work with them and the need for greater

security. Again, this resource, worth around £230k a year, might not have been secured had it not been for the strong cooperation between Hull BID and Humberside Police. I still think there's greater scope for improving the sense of security in the city centre, largely by tightening up our work with agencies related to security such as the Police, CCTV and Citysafe, but I think we're on the right track."

MARKETING & EVENTS

'90,000 Extra Visitors - Global Food Fest 2008'



Events – Below represents just some of the events and activities in the city centre which Hull BID has either launched or been involved in.

- Hull Global Food Fest 2007, 2008 (Main Sponsor)
- Hull Comedy Festival 2007, 2008 (Main Sponsor)
- Hull Maritime Festival 2007 (Including visit of HMS Bounty), 2008 (Part Funded)
- Snowzone 2007 (Part Funded)
- Weekly Farmers Fairs and Four Craft Fairs (Main Sponsor)
- Opera in the Square 2007 (Main Sponsor)
- Purchase of 20 high quality stalls / seven high quality hand wash units for markets
- Hull Alive - 20 Weeks Street Entertainment 2008 (Main Sponsor)
- Graduation Day Support Activities 2008

Bi- Monthly Newsletters and Website – Hull BID communications are designed to keep businesses and stakeholders in touch with our actions. Both platforms also offer businesses the chance to showcase themselves free of charge via the newsletter's Your Business section and news ticker of the website.

Lighting – Hull BID funded the purchase of Christmas lights for Hepworths Arcade and Silver Street for Christmas 2007. A similar arrangement is being considered for Savile Street and Trinity Square for Christmas 2008.

Wi-Fi Facility Queens Gardens – Hull BID has worked closely with KCOM to pilot and promote a Wi-Fi facility in Queens Gardens.

Ken Baldwin says: "Our fundamental starting point with events is the idea they will increase footfall into the city centre and in turn retail spend at city centre businesses. That's a fairly simple equation but one we believe in and which, in general, is supported by the evidence available. Looking at the increased quantity

and quality of events during the summer months of 2008 compared to just 2 years earlier is something that I think Hull BID and its partners at Hull City Council Events team, can genuinely be proud of.

We recognise that some events don't fully serve

the needs of some types of business and this is an area we want to address with relevant businesses, but overall I think we've kick-started a revival in events which has seen corresponding rises in footfall and which benefit the city centre and businesses in general."

MAINTENANCE '3,200 Pieces of Graffiti Removed in 2 Years'



Graffiti Removal – 3,200 pieces of graffiti and 9,000 fly poster have been removed from the city centre in two years. This anti social behaviour is now well controlled in the BID area.

Cleaning and Painting – There is a continuous programme of cleaning and painting of pillars, bollards and other street furniture in the city centre. Hull BID employs a Rapid Response Service to respond to business concerns about any street scene problems e.g. rubbish build up and graffiti.

Chewing Gum Removal – Following a successful trial of anti-chewing gum paint in Jameson Street, Hull BID will target 2,700m² along Whitefriargate.

Ken Baldwin says: "Having our Rapid Response Service working to improve the appearance of the streets has made a positive difference to how the centre looks. Not only has it managed to paint areas such as Beverley Gate,

Savile, Prospect, King Edward and Jameson Streets but even stretching to the Tidal Barrier and Victoria Pier area. The team has also been very useful in responding to individual business concerns about how their area looks. Moving

forward in this area, I think we need to be more preventative with the causes of the mess i.e. stop the criminal damage before it occurs rather than afterwards, so this will mean smarter working with other agencies in the city centre."

EVENING ECONOMY '10,000 Tickets Sold - Comedy Festival 2008'



Street Marshals – Street Marshals were originally a Hull BID initiative to provide help and support to all aspects of the night time economy in the city centre including meeting and greeting. This activity is now controlled by Hull Citysafe.

Best Bar None - Hull BID was one of the sponsors of the Best Bar None scheme in 2007 which recognises excellence within the licensed trade by recognising those premises that can show that they work hard at keeping their customers in a safe, comfortable and pleasant environment.

City Centre Shuttle Bus – Hull BID trialed a shuttle bus service running from the avenues area to the city centre at weekends for six months at the start of 2008. The aim of this subsidised service was to offer students and young people a safe means of getting into the city centre.

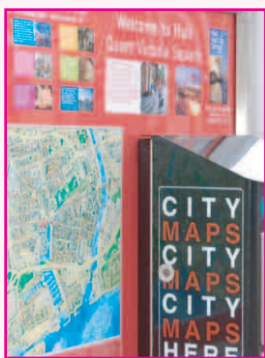
Ken Baldwin says: "Feedback from businesses and the public has been positive as regards the launch of Street Marshals and the Best Bar None scheme and we were pleased to support our partners in these initiatives. Some things have been less successful and unfortunately we didn't get the support we had wanted for the

shuttle bus so this didn't work out, though I'm pleased we gave it a go. I also think there is scope for the BID to work more closely with licensees and proprietors in certain parts of the BID area, similar to the work we've done with the Trinity Quarter circuit such as the live music entertainment we have funded and the

pedestrianisation of Trinity House Lane we lobbied on.

In a similar vein, our involvement as a sponsor and initiator of the Comedy Festival, with its fantastic 10,000 tickets sold in 2008, has also seen more of the local population coming back into the centre for evening entertainment."

ACCESS & SIGNAGE '15,000 New 3D Maps Circulated in City'



City Centre Maps – Hull BID both devised and funded the roll out of 3D city centre maps and their installation at Tourist Information Points in the BID area.

Lamp Post Banners – A Hull BID initiative was the installation of banners in and around the city centre area advertising upcoming and ongoing events.

Footfall Counters – Hull BID paid for the installation of four footfall counters in the city centre. This is shortly to be extended to six with new counters in Brook Street and outside St Stephens Shopping Centre.

Empty Unit Management – Window graphics for empty retail units were trialed in Whitefriargate and on Ferensway but proved to not be cost effective.

Ken Baldwin says: "Our business partner for the maps says he is delighted with how well they are selling and this positive response to the maps and the information points has been supported by anecdotal evidence. Before our installation of footfall counters, there was no way of measuring the use of the centre so I'm

pleased that we are building on the successful use of these counters by placing two more in central strategic locations. Moving forward, I'd like to make this information more prominent on our website so that businesses can use it to support their own efforts in developing opportunities. I am delighted that the BID

initiative of lamp post banners has been embraced by our partners within Hull City Council and that they are now ensuring that the banners are widely and commonly used as a means of promoting events and other city wide activities, adding vibrancy to the city centre and arterial routes."

ADMINISTRATION



Hull BID operates from offices in the Hull and Humber Chamber of Commerce on Beverley Road. Two full time members of staff are responsible for coordinating its activities, which compares with the UK average for Business Improvement Districts of 4 full time employees.

Hull BID is governed by a Board of 14 directors who are representative of all BID levy payers. The Board meets every two months and discusses and debates, often vigorously, the direction and activities of Hull BID. Hull BID has also run meetings of a Retail Forum and a Security Forum for businesses

interested in and concerned about these two aspects of the city centre. Minutes of all meetings can be found on Hull BID's website www.hullbid.co.uk. The website is regularly updated with news stories about Hull BID activities and businesses in the Hull BID area.

VIEWS FROM THE BOARD



"I think Hull BID has often taken on tasks such as street furniture painting and graffiti removal which weren't getting done previously and it has done those kind of things really well, often without fully taking credit for these actions.

I'd like to see Hull BID continue to deliver some of these actions, but at the same time be more efficient in engaging other organisations to play their part as well. This will often mean the BID being more of a facilitator rather than deliverer, making the most of its limited financial resources by linking people and organisations to get things done rather than trying to take everything on itself."

Amanda Austin
Centre Manager
The Prospect Centre



"Hull BID should be justifiably proud of its achievements in its first 2 years. It is seen as a success by

other cities wishing to emulate the progress we have made, and the city looks and feels a better place. Events supported by Hull BID such as the Food Festival or the Summer Street Entertainers have also proved popular attracting thousands of new shoppers to the area. Despite the above, we recognise that there is still much more to do. By working more closely with partners such as the major shopping centres, local independents, Hull City Council, Viking Fm and Visit Hull and East Yorkshire, we can show the outside world that Hull really CAN compete as a great shopping and leisure experience."

Steve Allbones
Station Director
Viking FM and Magic



"The most important thing for me is that the BID works strategically. For example, it does not get involved

in the management of events, the impact being limited, but it has a strategic view of the appropriate events for the City and works in partnership with the events and marketing organisations to ensure visitors, business and residents have an environment fit for purpose.

For the future, I would like to see the limited resources both staffing and financial being spent on relationship and partnership development, offering advice and support to delivery organisations. Funding should be targeted to provide added value for sustainable footfall where the environment is clean, well maintained, safe and secure."

Diane Anderton
Chief Executive
Hull and East Yorkshire
Community Foundation



"The work of Hull BID over the last two years has been vital in moving towards a

comprehensive marketing and events programme for the city centre. This is aligned to one of Hull Forward's priorities, which is to create a thriving city centre that will not only draw people into Hull, but also help to attract investors.

In the future, I would like to see the BID focus on maximising footfall in the city's Strategic Development Areas, particularly in support of reconnecting the city to its waterfront, driving the evening economy and be able to demonstrate measurable outputs of their activity."

John Holmes
Chief Executive
Hull Forward

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KEY PARTNERS

Hull BID would like to thank the following key partners who have all contributed to the progress of the Business Improvement District in its first two years:

- **Hull City Council**
- **Hull Daily Mail**
- **Visit Hull and East Yorkshire**
- **Viking FM**
- **Humberside Police**
- **Hull Forward**
- **Hull Citysafe**