



July 06

## BIDS Update No.3

The Newsletter for the Hull City Centre Business Improvement District (BID)

### HULL CITY CENTRE BID A BUSINESS FOR THE BUSINESSES

Hull City Centre BID is a company limited by guarantee that is working for the businesses in the city centre. The objective is to give the businesses a much stronger presence in determining the way our city centre is managed.

The businesses will operate as an **independent body** to liaise with the authority to **drive forward improvements** within their trading environment. These improvements will include, **safety and security, street maintenance, marketing and promotions, access and signage** and would also include **developing a more vibrant and mixed evening economy**.

If you want **your city** to **compete effectively** with other Yorkshire cities then you **MUST** vote **YES** to a Business Improvement District. Apathy and negativity will only ensure that we continue to lag behind our competitors.

### HULL CITY CENTRE BID BRINGING IMPROVEMENTS TO YOUR CITY CENTRE

The BID is already putting actions into place to enhance the city centre, by introducing lamp post banners and footfall counters. Hull City Centre has never had a proper footfall count before; we have only been able to guesstimate how many people visit our city centre. Under the BID, initially four footfall counters will be installed at key locations throughout the city centre to record the footfall.

In the proposed BID brochure it states that we would like to introduce event banners into the pedestrianised areas of the city centre, these banners can then advertise forthcoming events in the city centre, consequently businesses will know when events are happening. For more information please contact Ken Baldwin at [k.baldwin@citycentrehull.com](mailto:k.baldwin@citycentrehull.com).



A lamppost banner in Lincoln BID area

### CONTINENTAL MARKET UPDATE

The BID held a 2<sup>nd</sup> Continental market in King Edward Street & Jameson St on the 6<sup>th</sup> – 9<sup>th</sup> July, over this period of time Princes Quay reported that their footfall was up 14% on the Thursday, 17% on the Friday, 21 % on the Saturday & it was the best Sunday's trading that they have had for quite a while. Under a BID we will work to create opportunities for local businesses to take advantage of speciality markets. Please give us your views on if the market helped to bring more footfall and sales into your businesses, send your emails to [s.jackson@citycentrehull.com](mailto:s.jackson@citycentrehull.com).

**Countdown to the BID** – as of the 1<sup>st</sup> August 2006 there are **80 days** before the BID ballot date of the 19<sup>th</sup> October 2006. If you would like to discuss the BID in more detail please contact Ken Baldwin on 324976 or email; [k.baldwin@citycentrehull.com](mailto:k.baldwin@citycentrehull.com)



## **MORE organisations have pledged their support for the BID**

Hilton Photography  
Tony's Textiles Ltd  
PJ Hutchinson Ltd  
The Chicken & Pie Shop  
Lifestyle Financial Services Ltd  
Groovy Boutique  
Job Centre Plus  
Roma Leather  
Mecca Bingo  
Barratt Shoes  
Maddison Brown Ltd  
Starbucks  
Stafforce Recruitment Ltd  
The Early Learning Centre  
Italian Corner Takeaway  
Bodrum Takeaway  
Masons Café Bar  
Protection Mortgages  
Phoenix Public Relations  
Haller Evans  
HTR Solicitors  
Quality Personnel Ltd  
LA Greensmith  
Gainsborough Contemporary Indian Restaurant  
Combat Clothing Company  
Solo  
Beaver Employment  
Brooks of Hull  
Yorkshire Forward  
Theatre Coffee House  
Theatre Sandwich Bar  
Retro  
Music Teacher Support Ltd  
The Model Shop  
Paragon Employment  
Regency Day Nursery Ltd  
Staples  
Hugh Rice Jewellers  
Browns of Hull  
Todd & Clarke  
The Empress  
The Humber Economic Partnership Ltd  
Ian Blowers Jewellers Ltd  
Westcot Credit Services Ltd  
Raw Elements  
The Quayside  
Piercy Design Ltd  
Chezan Needlecraft  
Segals  
Paragon Square Burgers & Kebabs  
Robbie Johnsons  
Bewlays Pipe Pub  
Zillis  
Baby Zillis

**“ The BID is a no brainer – you either sit back and do nothing, the result – nothing. OR you get involved, take the bit between your teeth and change something, the result – Long term and lasting changes for the better.**

**Backing the BID is a key factor in the drive to make Hull a top ten city, I believe it will further enhance perception that Hull is definitely on the UP and is a thriving place with a UNIQUE FRIENDLINESS IN ITS PEOPLE. The BID will give each and every business the opportunity to become involved and gives them real power to control the shape of the City Centre and therefore enhance their business opportunities.” Mark Wilson, Owner of Mason’s Café Bar**

## **August 2006**

**City Centre Events - Key Dates for your diary**

**w.c 31.07.06**

**Jazz Festival, Queens Gardens**

**02.08.06**

**National Play Day, Queens Gardens**

**05.08.06**

**Country & Western Festival, Queens Gardens**

**06.08.06**

**Gay Pride, Queens Gardens**

**THE DATE OF THE NEXT CONTINENTAL MARKET IS 21<sup>ST</sup>-24<sup>TH</sup> SEPTEMBER 2006**

**CHECK OUT THE BID WEBSITE AT [WWW.THINKBID.CO.UK](http://WWW.THINKBID.CO.UK)**

**Have you decided to Vote Yes yet?? Over 400 organisations have indicated their support for the Hull City Centre BID. IS YOUR COMPANY ONE OF THEM?**



## **BID Presentations**

**We are holding a series of BID presentations at the Chamber of Commerce, 34-38 Beverlery Road, Hull on:**

**3<sup>rd</sup> August 11am**

**8<sup>th</sup> August 2.30pm**

**16<sup>th</sup> August 11am**

**24<sup>th</sup> August 2.30pm**

**7<sup>th</sup> September 11am**

**13<sup>th</sup> September 2.30pm**

**20<sup>th</sup> September 11am**

**To attend any of the above please contact Sarah Jackson at [s.jackson@citycentrehull.com](mailto:s.jackson@citycentrehull.com).**

**BACK THE BID – IT MAKES BUSINESS SENSE!!!**