



Oct 06

BIDS Update No.6

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

BUSINESSES VOTE YES FOR A BID

Yorkshire's first & the UK's largest Business Improvement District will now be formed after businesses in Hull City Centre voted overwhelmingly for its introduction.

81% of businesses voted in favour of formally establishing the BID.

The BID board will work with the businesses to implement the following initiatives that the businesses have clearly indicated they want to see in their trading environment over the five year period of the BID; Improved safety & security, enhanced cleanliness & street maintenance, improved marketing of the city centre, development of a safe & vibrant evening economy and improved access & signage.



We would like to thank everyone who has supported the BID, and to those that didn't, we will continue to work to improve your trading environment.

'After the successful vote the real work now begins to help re-shape this city centre into something special.'

Ian Kelly – Chief Executive, Hull & Humber Chamber of Commerce

Left: Mike Killoran announces the BID ballot results on Friday 20th October 2006 with Ken Baldwin.

'We're absolutely delighted with the result. The BID aims to make our City safer, cleaner, more vibrant and attractive – bringing more people here to shop, visit, work and live. Our aim is to make the BID area like a shopping centre without a roof – providing similar high standards of security, maintenance and marketing across the whole City Centre.'

Mike Killoran, Chair of the BID Steering Group and Manager of Princes Quay Shopping Centre.

'With new developments springing up there is a danger that the City Centre becomes fragmented, with some parts going into decline as others emerge. The BID will aim to keep the whole City Centre thriving, especially supporting the independent retailers who make the difference to Hull's retail experience. This is the missing piece of the regeneration jigsaw in my view. I believe we can make a big difference and look forward to working with everyone in the City Centre; not just retailers, but all organisations that are based here and deserve a safe, clean and enjoyable working environment.'

Ken Baldwin, Hull City Centre Manager.



What happens next?

The BID will formally commence on the 1st November 2006, and the Shadow BID board intend to deliver the following priorities in the first 100 days of the BID:

1. **Introduction of Lamp Post banners** – banners will adorn lamp posts throughout the pedestrianised areas of the city centre advertising forthcoming events.
2. **Footfall counters** – Hull City Centre has never had a proper footfall counter, under the BID four footfall counters will be initially installed at key locations throughout the city centre to record the footfall.
3. **Night time street ambassadors** – on the 1st November 2006 a trial team of Night Time Street Ambassadors will patrol the streets of the 'old town', if they are successful their patrol will be extended into the 'new town' area.
4. **Rapid Response Team** – a Rapid Response Team will be created to deal with rubbish, graffiti and fouling, a dedicated telephone number for this service will be forwarded to all businesses in the BID area.
5. **Christmas Retail Extravaganza** – the BID team working with the retailers are organising a Christmas Retail Extravaganza, this will be anchored by a German Christmas market, this is to entice people into the city centre during the period of building works disruption.

Having achieved a mandate from the business community, the Hull City Centre Business Improvement District can now be implemented for the benefit of all businesses in the area. In line with the BID proposal and regulations, BID invoices will be issued separately from your Business Rates invoices in April 2007. The invoice will be for the period from 1st November 2006 to 31st March 2008. Please inform your accounts department accordingly.



November 2006 Dates for your Diary



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|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 th November | Firework Display at Princes Quay 6pm – 6.15pm
Entertainment to start at 5pm |
| 16 th November | Christmas light switch on in Queen Victoria Square the lights are being switched on by the Chuckle Brothers and the Lord Mayor at 6.45pm
Late night shopping starts |
| 17 th November | Children in Need at the Big Screen in Queen Victoria Square –time to be confirmed |
| 24 th November | German Christmas market opens in King Edward Street & Jameson St – time to be confirmed |

If you would like to receive the BID monthly update by email please contact Sarah Jackson at s.jackson@citycentrehull.com

To contact the Hull BID Team please call 01482 324976.