

# Financial Overview

## 2012 / 2013 YEAR

**HullBID** For a positively thriving city.



HullBID team



Chef demo - Yum! Festival



BID cleaning operative

HullBID is working extremely hard to support over 760 member businesses based within the BID district. We continue to build excellent links with businesses who are recognising the benefits of being a BID member, from our knowledge of up to the minute developments happening within the city centre, to the tangible benefits of receiving a free CCTV system or participating within our festivals at no cost.

Our focus remains constant...our mission is to work in partnership with BID members listening and responding to their needs to create sustainable activity and initiatives that make the HullBID area a measurably better place to

trade. 2012/2013 saw HullBID carefully prioritise spending according to the needs of member businesses that pay the mandatory levy (which equates to 1% of the rateable value of a business premise). We have invested wisely and the following update demonstrates how funds have been apportioned in our last financial year, and provides some of our spending plans for the 2013/2014 year.

**Please note the HullBID financial year runs 1 October to 30 September. Although we are part way through this accounting year, legislation obliges us to provide a financial update at the point when levy invoices are dispatched.**

## INCOME 2012/2013 YEAR

(Year runs 1 October 2012 to 30 September 2013)

- Levy and net surplus from 2011/2012 year ..... £607,170
- Other income via support and sponsorship from member businesses ..... £12,106

**TOTAL £619,276**

## EXPENDITURE

- Safety and security ..... £71,508
- CCTV and radio handsets, panic alarms ..... £40,240
- Events, activities, communications ..... £187,159
- Cleaning and maintenance..... £30,274
- Lighting (Christmas) ..... £14,401
- Evening economy..... £34,344
- Empty unit graphics ..... £9,170
- Signage, footfall counters ..... £18,760
- Payroll ..... £69,818
- Levy collection costs (Hull CC) ..... £33,910
- Office rent/utilities& admin support (Chamber)..... £33,100
- Professional fees and sundries ..... £8,058

**SUB-TOTAL £550,742**

- Net surplus carried forward to 2013/2014 year ..... £68,534

**TOTAL £619,276**

## SUPPORT DRAWN IN BY HULLBID THAT ADDS VALUE TO OUR LEVY INCOME \*(Not exhaustive)

- Income from loan of market gazebos
- Sponsorship towards Hull Fashion Week and Yum! Food Festival
- Hull CC support with operational delivery of events
- Co-funding - empty unit graphics
- Hull Trinity Festival - Sponsorship of professional photography, hotel accommodation / food and beverage for musicians
- Extensive PR coverage from the Hull Daily Mail; exposure from BBC Radio Humberston, Look North and Calendar promoting our events/activities and publicising member businesses

\* Although difficult to put a monetary value on much of the support we receive, we anticipate the figure would run to tens of thousands of pounds.



# KEY ACHIEVEMENTS 2012/2013

## SAFETY AND SECURITY

Following consultation with members, HullBID continued to support independent retail businesses by installing a further 50 free CCTV cameras systems, increasing city worker confidence and helping reduce retail crime. Our radio system goes from strength to strength and over 300 handsets are now in use, with the added benefit of being carried by the Police and Civic 1, the city's CCTV control hub.

Our work around Purple Flag continues and 2013 saw HullBID and our partners (Humberside Police, Hull CC, NHS etc) once again secure accreditation. As one of only 40 recipients in the UK, the city has been deemed clean and vibrant with highly commended policing strategies to ensure visitors are safe and protected.

Our funding into additional hours by PCSO's allows HullBID to seek specific support when required. This support has proved an invaluable link in keeping the city centre safer.

## MARKETING, EVENTS AND COMMUNICATIONS

The HullBID Business Network events are increasing in popularity. We have recognised a niche area where our businesses can attend an informal event with networking at its heart. We are delighted that each event is hosted by a BID member and attracts guest speakers with a vested interest in the city centre.

Our Hull Fashion Week event and the Yum! Festival of Food and Drink lets our members participate at no cost. These popular events continue to add vibrancy to the city centre whilst attracting additional footfall in the thousands.

## MAINTENANCE AND CLEANING

Our maintenance operative has made a huge impact in helping keep the city centre clean and graffiti free. In addition to his routine duties, he has jet-sprayed entire streets of the city removing gum and dirt and a

comprehensive painting schedule has seen buildings really smartened up.

## EVENING ECONOMY

The immensely popular 'Experience Hull' brochure showcased all of the BID area licensed premises, from traditional cask-ale pubs to vibrant nightclubs. The Hull Trinity Festival expands year on year and 2013 attracted dozens of local bands plus a few headliners onto a main stage in Trinity Square. The impact saw revenue doubling and trebling in bars within the vicinity.

## LIGHTING AND EMPTY UNITS

We continue with our strategy to cover as many empty units as possible with vibrant, colourful graphics depicting scenes of the city centre. Our collaboration with Hull Trinity House Charity to cover seven empty units within Whitefriargate really helped transform the street scene. Our contribution to Christmas lighting in 5 key areas of the city continues to be appreciated.

## BUDGET ALLOCATION SUMMARY 2013/2014

(1 October 2013 to 30 September 2014)

### ANTICIPATED INCOME 2013/2014 YEAR

- Levy plus net surplus (from 2012/2013 year)..... £533,641
- Additional income/potential sponsorship..... £10,000

**TOTAL £543,641\***

\* Note, income down on previous year- due to fluctuations from levy payments. Income is subject to debt from non-payment of levy.

### ANTICIPATED EXPENDITURE FOR 2013/2014 YEAR

- Safety and security ..... £69,937
- CCTV and radio handsets ..... £11,380
- Events, activities, comms & publications ..... £194,705
- Cleaning and maintenance ..... £29,000
- Lighting (Christmas) ..... £5,790
- Evening economy ..... £30,200
- Empty unit graphics ..... £2,500
- Signage, footfall counters ..... £19,500
- Payroll ..... £66,949
- Levy collection costs (Hull CC) ..... £34,734
- Professional fees and sundry costs ..... £6,500
- Office rent/utilities& admin support (Chamber)... £34,500

**SUB-TOTAL £505,695**

- Net surplus (contingency) ..... £37,946

**TOTAL £543,641**

## PLANNED AND ANTICIPATED SPEND 2013/2014 YEAR. \*(Not exhaustive)

With a budget of approximately **£543,641**, HullBID will continue to spend funds according to the priorities of the businesses which will include:

- Additional installation of CCTV cameras to individual premises\*
- Provision of BID radio system handsets either free or on our loan to buy scheme\*
- Christmas lighting – Paragon Arcade, Hepworth's Arcade, Prospect Street, Brook Street, South Street
- Hull Business Improvement District Awards 2014, recognising the best in our businesses
- HullBID Business Networking Events utilising BID members as our guest speakers
- Expansion of 3 major festivals... Fashion Week, Yum! Food Festival and Hull Trinity Festival
- Experience Hull website – a guide to eating, drinking, shopping and leisure in the City centre

\*CCTV and radio handsets provided free subject to meeting criteria

## SUMMARY

HullBID makes specific improvements in the city centre over and above the statutory services provided. We don't replace or subsidise existing services, we enhance them. We have made great strides in bringing together our businesses via the very successful networking events we coordinate. Our contact with key stakeholders at the Council, with Humberside Police and others puts us in a strong position of learning first-hand about any developments that impact on our members. We continue to act as the conduit in bringing issues that matter to our businesses, to the attention of the decision-makers. Our role has proved vital in the City of Culture bid, not only because of the festivals and events we fund, but also our attainment of Purple Flag status. We continue to sit on the City of Culture steering group to ensure our members will ultimately benefit from this wonderful achievement. In a difficult climate we continue to draw in additional funds and support and we believe that HullBID remains very good value for money for the services we provide.

Please visit [www.hullbid.co.uk](http://www.hullbid.co.uk) for more information.