



## **BUSINESS PLAN – 2019/2020 (1 October 2019 to 30 September 2020)**



**Hull Street Food Nights**



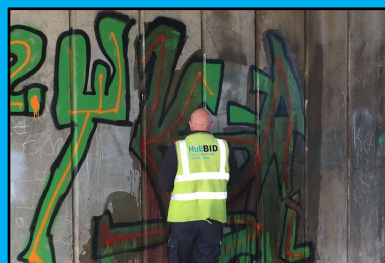
**Yum! Festival**



**HullBID Awards 2019 at Hull Minster**



**City Centre group meetings with  
Chief Superintendent Darren Downs**



**Cleaning & Maintenance**



**Safety & Security**

## EXECUTIVE DIRECTOR'S SUMMARY

As we enter into the fourth year of BID Term 3, we can reflect on a successful 2019 and look forward to an exciting year of opportunity in 2020.

Although we have seen our BID levy income decline, pleasingly we will generate significant additional income from sponsorship and stallholder fees as our popular events including Hull Street Food Nights and the Yum! Food Festival continues to grow in popularity.

The climate is still a difficult one, retail is not what it used to be but the city is bucking the trend with steadily rising footfall figures, whilst our empty unit rates (%) are dipping slightly below the regional average. We are encouraged by the multi-million pounds investments bringing quality, urban living to Hull city centre which will stimulate growth - particularly in food and beverage - from those wanting facilities on their doorstep. Retailers are recognising how people spend their money differently seeking an all-round experience and it is pleasing to see many businesses adapting their ways of operating to meet demand.

The city's vibrant arts and culture scene continue to impact positively on Hull city centre bringing significant economic benefits. It is vitally important that we strive to attract visitors from the region, sub-region and beyond by presenting an experience that is unique.....our events and festivals, our free museums and our historic old town contribute to this. The news that funds have been secured to bring to life our maritime heritage is welcomed, rubber-stamping the re-homing of the Arctic Corsair and transforming the Maritime Museum into a superb visitor destination.

Although we recognise Hull is not an isolated case, the rise in homelessness and anti-social behaviour in the city centre has created problems for businesses. The HullBID support officers provide that extra layer of immediately accessible security, particularly when the Police are pulled out of town. It is clear that policing alone will not eradicate anti-social behaviour, therefore our positioning on the newly-formed City Centre Group, led by the North Bank Divisional Commander of Humberside Police Darren Downs, provides an opportunity to contribute ideas and deliver actions, including increased hours for the BID Officers and implementing the well-regarded DISC crime reporting system.

In our quest to deliver business boosting ideas, we will implement two new social media driven initiatives.... 'Dine Wednesdays' – an economical dining option to help further stimulate the early evening economy and 'City Centred' enabling any business to promote their offers to the general public.

Hull Street Food Nights has been a spectacular success and will remain in Trinity Square from April to September. Similarly the HullBID Awards and Yum! Festival of Food and Drink are set to continue... only bigger and better.

We continue to have regular dialogue with our members on issues that affect them, from the successful Evening Economy Group meetings to smaller, trader group meetings. With our representation on the Place Management Chairs' Group headed by Mark Jones and other Council-led groups, we are perfectly positioned to share news and information with our members. But most importantly, we are accountable to our members...always contactable, always approachable, always here to help.

Thank you - **Kathryn Shillito, Executive Director, HullBID**

## OUR VISION AND VALUES



### **OUR VISION...**

#### **'A vibrant city of thriving businesses'**

*A reminder of what it is that we wish to achieve when we turn up to work – regardless of our individual role in the BID organisation. This is about our end goal. We know we play a key role in achieving this, but recognise we can't do it on our own. We need to work in partnership with other city stakeholders groups and the business community. Our strategy reflects this awareness*

### **OUR VALUES...**

*Our values provide a model for how we need to operate. We live these values everyday to ensure we realise our vision.*

HullBID exists to help businesses in the city sustainably grow and progress. With a renewed sense of direction, we will go back to basics and organise our activity around **four key activities... Improving Security, Improving Cleanliness, Improving Communication and ultimately Improving Business.** These activities reflect the important role we play to improve the trading environment, to bring businesses together and help the development of prosperity in Hull city centre.

These key activities will remain our core focus however we can adapt and change our tactics and operational plans to meet the changing needs of the business community.



## OUR STRATEGIC FOCUS

OBJECTIVE	OUTCOME	MEASUREMENT
To return to grass roots, with focus on 4 key activities <i>Improving Security</i> <i>Improving Cleanliness</i> <i>Improving Communications</i> <i>Improving Business</i>	To rubber-stamp our commitment to businesses to improve the trading environment	Maximum of 24 hours response time to deal with queries and requests
To provide an opportunity for businesses to directly access Humberside Police decision-makers / PCC	Businesses have sense of control and can make direct requests	Greater satisfaction from businesses that they are listened too
To directly help tackle spice use/ASB/begging	Introduce DISC reporting system	Number of businesses signed up as part of scheme
Introduce two new business boosting initiatives	Dine Wednesdays BID exchange	Early evening economy supported. Number of businesses using Exchange to promote offers
Utilise HullBID profile to lobby on the bigger issues that are a threat	Key decisions, particularly by public bodies are influenced	A thorough understanding by decision-makers of threats to the wellbeing of the city centre
To develop existing BID events to become 100% self-sustaining	BID funds can be used to develop new events and initiatives for target sectors	Wider range of sectors satisfied that funds are being apportioned in a balanced way
To attract voluntary levy payers (those with £5k or under threshold)	Additional funds to invest and greater buy-in by small businesses	Understanding of how small business integrates into the bigger picture of a thriving city centre
To attract sponsorship	Existing events grow; a wider programme of initiatives are delivered	Less reliant on income from BID levy
To work more cohesively with our partners Hull City Council to improve the environment	Regular dialogue to take place. HullBID to be briefed on anything affecting the city centre	Less disruption to members who can plan/adapt at an early stage
To maintain the profile of HullBID with members and in the media	HullBID is viewed as an organisation with extensive knowledge about the city centre	Increased number of positive news stories reported
To be a highly visible and active part of the business community.	Recognised as the 'go-to' business support organisation	To be recognised by at least 75% of levy paying businesses
<b>To achieve a successful ballot in 2021</b>	<b>A heightened number of 'yes' votes than 2016</b>	<b>Above an 80% majority</b>



## WHAT OUR INCOME WILL BE FOR 2019/2020 AND WHERE IT WILL SPENT

In the 2019/2020 financial year we anticipate an income of approximately £436,059 from the BID levy (which includes a surplus carried forward from the previous year) and an additional £77,818 will be raised via sponsorship and stallholder income totalling £513,877. Below is an indicative summary budget. Note: may be subject to change.

EXPENDITURE	ACTIVITY (not exhaustive)	AMOUNT
Safety & Security	<ul style="list-style-type: none"> <li>Two full-time, mobile Support Officers</li> <li>Implementation of DISC crime reporting system</li> <li>Provision of radios and consumables</li> </ul>	£64,028
Marketing/Events	<ul style="list-style-type: none"> <li>Yum! Food &amp; Drink Festival</li> <li>HullBID Annual Awards</li> <li>Humber Business Week Event</li> <li>Joint Marketing campaign with VHEY</li> <li>Static Xmas light installations</li> <li>BID Exchange</li> <li>Summer Sandpit Event*</li> </ul> <p>*TBC</p>	£118,000
Communications	<ul style="list-style-type: none"> <li>Printed newsletter to all members</li> <li>PR and photography - new member businesses</li> <li>BID Business Networking Events</li> <li>Stationary/phones/office commodities</li> <li>Annual Revo Exhibition</li> </ul>	£30,300
Rapid Response	<ul style="list-style-type: none"> <li>Full-time cleaning and maintenance operative.</li> <li>Van/jet-spray machine</li> <li>Chemicals</li> </ul>	£26,500
Evening Economy	<ul style="list-style-type: none"> <li>Dine Wednesdays</li> <li>Hull Street Food Nights – April to September.</li> </ul>	£36,000
Footfall counters/Access	<ul style="list-style-type: none"> <li>7 footfall counters strategically positioned to count footfall (Springboard)</li> <li>Hire of lock-up</li> </ul>	£23,764
Management fees	<ul style="list-style-type: none"> <li>Staffing (BID)</li> <li>Chamber of Commerce management fee</li> <li>Rent/Utilities</li> <li>Professional and sundry costs</li> </ul>	£133,596
Levy collection/IT	<ul style="list-style-type: none"> <li>Collection costs – Hull City Council</li> </ul>	£30,000
Contingency	Surplus	£51,689
	<b>TOTAL</b>	<b>£513,877</b>

## ADDING VALUE

We talk an awful lot about adding value and this comes in many forms including cash funding to in-kind support (which has a value) from both private and public sector. Below is a projection of minimum additional income for the 2018/2019 year. We will continue to demonstrate to potential sponsors the benefits of being a part of our activities and initiatives.

Source	Initiative/Activity – 2019/2020	Income
Stallholders	<ul style="list-style-type: none"> <li>Yum! Food Festival and Hull Street Food Nights</li> </ul>	£38,500
Humberside Police	<ul style="list-style-type: none"> <li>Funding to implement/run DISC crime reporting system</li> <li>Funding for BID Support Officers extra hours</li> </ul>	£6,200 £3,240
Christmas	<ul style="list-style-type: none"> <li>Contribution to Xmas installations</li> </ul>	£12,000
BID member business	<ul style="list-style-type: none"> <li>Overall sponsorship of Hull Street Food Nights</li> </ul>	£3,000
BID member businesses – various	<ul style="list-style-type: none"> <li>Category sponsors of the Hull Business Improvement District Awards (BIDA's)</li> </ul>	£7,900
BID member business	<ul style="list-style-type: none"> <li>Contribution towards footfall counter cost</li> </ul>	£1,978
BID member business	<ul style="list-style-type: none"> <li>Sponsorship of the Yum! Festival of Food and Drink</li> </ul>	£5,000
	<b>TOTAL</b>	<b>£77,818</b>

## HOW MUCH THE LEVY WILL COST

Bearing in mind the levy is based on 1% of the RV of a business premise, below is an indication of the costs payable by businesses. For some small businesses, the cost is equivalent to a few cups of coffee per week!

RV OF PROPERTY	ANNUAL LEVY COST	WEEKLY COST	DAILY COST
£5,000	£50	£0.96	£0.14
£10,000	£100	£1.92	£0.27
£15,000	£150	£2.88	£0.41
£20,000	£200	£3.85	£0.55



## **SERVICES WE’LL DELIVER IN 2019-2020**

### **CORE ACTIVITY: IMPROVING SAFETY AND SECURITY**

**We’ll help keep the city centre safer and more secure – we know our businesses value the support they receive.**



Mark Andrews, Senior Support Officer and Raich Orr, Support Officer

The city centre has seen an increase in homelessness and anti-social behaviour, although compared to our counterparts in big cities, the numbers are relatively low. We know the HullBID Support Officers, Mark Andrews and Raich Orr take on a big responsibility in helping keep the city centre safe and secure. Many of our members accredit them directly as a key support mechanism and we know this service is irreplaceable, particularly when police resources are directed to out of town issues. They will ordinarily work 5 days out of seven from 9.30am until 6pm, however Saturday working has been scheduled in until 1 February 2020



**Hull**  
City Council



HullBID has been pivotal in pulling together representatives from the business community to meet with Humberside Police seeking alternative ways to tackle retail theft, anti-social behaviour (ASB) and other issues. Funding from central government is diminishing and the city cannot be entirely reliant on Humberside Police. The North Bank Divisional Commander of Humberside Police, Darren Downs will continue to lead a strategic group including HullBID, Hull City Council, Emmaus and businesses to try and address this. The group has identified measures that will help, including alleyways that could potentially be gated to make them more secure and targeting developers of both old and new buildings to reduce accessibility to doorways and recesses.

In 2019 we rolled out our new digital radio system to over 150 individual businesses and organisations which were made possible by sourcing grants from the Office of the Police and Crime Commissioner and from Hull City Council. We continue to supply a limited proportion of replacement batteries and earpieces – a real time-saver to businesses that this service is provided.

## D-I-S-C

Direct funding from Humberside Police, will enable a dedicated member of the BID team to take responsibility for rolling out and administering a Hull City Centre Business Crime Reduction Partnership using the well-established and regarded DISC crime reporting system.... a simple app-based process enabling businesses to directly report crime, theft and anti-social behaviour in a matter of minutes. By signing up to this free of charge service, businesses will also receive up-to-date intelligence, on individuals who have been issued with Community Protection Notices (CPN's), Criminal Behaviour Orders (CBO's) or who have attended Court.

The HullBID Retail Security Forum organised and chaired by Mark Andrews, Senior Support Officer brings together the Police, the Council's anti-social behaviour officer and over 20 (large) store security teams once a month to share intelligence and data and this will continue.

Along with our partners, we'll keep championing the 'Small Change in the Right Hands' campaign, encouraging members of the public to donate to registered local charities rather than give directly those on the streets. This way funds can be used to provide appropriate support and access to the help they need.



### **CORE ACTIVITIES: IMPROVING CLEANLINESS**

**We'll keep the city centre clean of graffiti, removing unwanted waste and mess**



**Cleaning and Maintenance operative Martin Foster removing graffiti**

Once the scourge of the city centre, our full-time operative works hard to remove unsightly graffiti from private and public property. Small and large areas are jet-sprayed to remove nuisance chewing gum and bring streets, particularly those with heritage significance back to life. Human waste and detritus left by rough sleepers will be swiftly eradicated. A focus will be given to car parks, particularly multi-storeys as we know these are areas of concern.

It is important that visitors to the city centre are given a good impression and we pride ourselves on delivering a cleaning service that reacts immediately to demand with mess and waste cleared away within a 24 hour period.



**Ad hoc painting services offered by HullBID**

We will offer an ad hoc painting service to touch up parts of buildings and woodwork, smartening premises up where we can\* We know to a small business this can make all the difference to attracting business through their doors.

\*This service is dependent upon length of time and materials required

### **Core Activity: IMPROVING COMMUNICATION**

**We will act as conduit to bring together BID businesses and city stakeholders, to share news, to promote, to connect, to network, to lobby**

### **HULL BID ANNUAL AWARDS**

In its 6<sup>th</sup> year, the highly-anticipated HullBID Awards will attract nominations from hundreds of BID businesses, their customers and the general public. The awards have gone from strength to strength and this year our host venue will be the Bonus Arena. A black-tie event and three course meal with entertainment will be at the pinnacle of a comprehensive campaign to recognise and reward the best in city centre businesses, whatever the sector. Extensive PR coverage in the Hull Daily Mail, our media partner, will promote the event and shortlisted businesses will receive complimentary tickets. This event will be 50% funded via sponsorship.



Hull Minster... venue for the HullBID Awards in 2019 along with some of our Winners

### **HULLBID BUSINES NETWORK EVENTS**



Places are highly-sought for our popular Business Network Lunches and we'll continue hosting a minimum of three events in 2020. We source topical speakers from the private and public sectors to bring relevance to each event. Previous speakers include the Police and Crime Commissioner and Emma Hardy MP.

### CORE ACTIVITY: IMPROVING BUSINESS

**We will introduce business boosting ideas and present opportunities for participation**



### N E W!.... THE BID EXCHANGE

This new social media driven initiative will enable any business, irrelevant of sector, to promote their businesses, offers and discounts. Whether it is a dine out discount or a conveyancing fixed price....we will build interest amongst a wide audience using the same principles as we do for our Hull Street Food Nights, which has a Facebook following of around 10,000 people.

### N E W! ....DINE WEDNESDAYS



Our research has shown similar 'Dine' initiatives in other cities has been a major growth factor in support of early evening economy businesses. Hull city centre has a plethora of superb restaurants, cafe bars and pubs and we anticipate Dine Wednesdays will become as defined and popular as our successful Hull Street Food Nights. The concept is simple..... a two or three course dinner for £10 or £15 respectively, served between 4pm and 9pm\* Ts & Cs will apply.



## YUM! FESTIVAL OF FOOD AND DRINK



We'll continue to bring to the city centre the Yum! Festival of Food and Drink which year-on-year brings increased footfall (25,000 visitors attended in 2019). With good representation from BID foodie businesses who can take a complimentary stall, this event brings increased revenue for all. The Yum! Festival will be part funded from non-BID stallholder income.

In 2020, we'll bring back the popular chefs' stage, encouraging the best of city centre chefs to demonstrate their skills whilst also attracting accredited chefs from as far as the Devonshire Arms. We'll also look to partner with Hull College to promote their catering department by organising a cooking competition which will see students pitching against each other for a coveted prize.

Our ambition is to bring an equally crowd-pulling attraction to run in tandem with Yum! that will pull a difference audience. Discussions are taking place with a number of providers.

Our strong ethos of providing a 'free to enter' event will ensure that any spend goes directly to stallholders.



Crowds flocking to the Yum! Festival in 2019



**The Award-winning Hull Street Food Nights returns**

One of our biggest successes in support of the early evening economy is Hull Street Food Nights. Originally introduced to support City of Culture activity, this event has over the years attracted in excess of 100,000 visitors whilst the economic impact on other city businesses... hotels, car parks, transport, pubs is clearly defined.

Running April to September – the first Thursday of each month - Hull Street Food Nights will return to the historic and beautiful surroundings of Trinity Square, with over 45 foodie businesses supplying high-quality food. Integral to its success will be the participation of Hull Minster and Trinity Indoor Market, providing weather-proof surroundings along with plenty of seating. These events will be 70% funded from sponsor and stallholder income.



**A thriving Hull Street Food Nights event in Trinity Square**

## WORKING WITH OUR PARTNERS TO FURTHER DEVELOP AND PROMOTE A THRIVING CITY CENTRE

### **Placemaking – a shared vision for an energetic, vibrant city centre**

A multi-faceted approach to the planning, design and management of public areas has injected life and vibrancy. The magnificence yet functionality of Trinity Square.... the water fountains in Queen Victoria Square and the proposed re-landscaping of Queen's Gardens will see the city further capitalise on these assets inspiring further potential leading to a greater use of space; space which will inevitably benefit people's health, happiness and well-being.

A key component in helping Hull city centre position itself as a leading destination for tourism and leisure is our partnership working with Visit Hull, from both shared funding/resourcing perspective to a wider acknowledgement that both organisations are suitably positioned to define and reflect the benefits and attractions of the city centre. Post-2017 it is important to continue raising our profile as a destination city.

### **Place Management Chairs' Meetings – hosted by Hull City Council**

Joining this group at the invitation of Mark Jones, Director of Regeneration and Development, puts HullBID in a positive position. We are able to learn first-hand of investments, positive news or indeed issues that affect the city centre. Topics discussed range from news of potential investors to residential developments and a great deal more. The BID is able to share perspective, ensuring that the interests of our members are represented. We are able to challenge on issues that may pose a threat, but importantly we can offer our support on ideas and initiatives that further develop and grow the city centre. It is indicative of the goodwill between the Council and HullBID – we both share a common goal.

### **Humberside Police**

The partnership between HullBID and Humberside Police is positive... from our meetings with the Police and Crime Commissioner, to regular attendance from Police representatives in support of our evening economy meetings. Our members are naturally concerned with safety and security on the streets and it is reassuring that we can call on our colleagues within the force to provide guidance and assurance, whether that is by personal visits made to businesses or addressing a wider audience.

### **Hull Young Professionals**

A network of nearly 200 city-based professionals, all with a desire to network and promote the opportunities available... from residential to the jobs market. We will continue to link-in and connect, recommending new potential members and providing opportunities for them to grow their network. Through our events including HSFN, we've created a buzz and vibe, making the city more attractive to young professionals.



### Scheduled meetings with our members

The Executive Director will continue to schedule meetings with key businesses, including shopping centre managers and larger organisations, however any request to meet from a business will be obliged. Our new Business Liaison Officer will immediately target new businesses coming onto charge; this way they are fully briefed about the levy and all the benefits associated with HullBID, prior to receiving an invoice. It is anticipated that a minimum of 10 visits per week will be carried out.

### Culture and Place Strategic Advisory Board

As a member of the Culture and Place Strategic Advisory Group (CAPSAG), HullBID contributes a city centre business perspective, integral to the strategy for culture through to 2026. The strategy will focus on developing the city, developing the audience and developing the sector.



UK City of Culture 2017: Made In Hull Event

We are committed to offer every assistance to Absolutely Cultured, the Freedom Festival Trust and all arts and culture organisations, continuing to build on the city's superb success of 2017. The foundation has been laid and the cultural strategies adopted now will be integral to the city's success.

### EMBEDDING ARTS AND CULTURE INTO BUSINESS.... OUR CULTURAL STRATEGY

#### PURPOSE:

- To fulfil the needs and desires of a population increasingly seeking an 'experiential' visit, respecting and reflecting that the way people spend their money is evolving.
- To maximise opportunities for BID member businesses
- To engage with partners collectively to create a culture and arts calendar with wide appeal
- To work with partners to further raise the profile as a city to invest in

**OBJECTIVES:**

**To** invest approximately one-quarter of BID income into events and cultural activities.

**To** encourage and grow financial support from BID member businesses via sponsorship and grants.

**To** work with stakeholders and partners to market the city centre as a vibrant centre for arts and culture\*

- Visit Hull
- Hull City Council
- Cultural Collisions Hull
- Hull University
- Hull College

**To** use historic buildings, architecture, public realm as a stage for BID events\*

- Hull Minster and Trinity Square (Hull Street Food Nights/Trinity Farmers' Market)
- Queen's Gardens (Yum! Festival)
- Zebedee's Yard (Hull Trinity Music Festival)

**To** enable businesses to bring what's on inside their business.... outside, thus boosting business\*

- The Beauty Box
- Hull Street Food Nights
- Yum! Festival

**To** engage with creative industries/providers/facilitators to bring existing and new events and activities to add to the cultural calendar\*

- Hull City Council
- Freedom Festival Trust
- Absolutely Cultured
- Heritage Open Days

**To** work with BID members to critique their own businesses and look at how they can adapt to become more engaged via:\*

- BID networking events and 1-2-1 consultations
- BID Newsletter
- Comms channels

**To** define the unique catalysing role culture plays in urban generation, with prospective city centre investors\*

- House of Fraser Building
- K2 development
- Liberty House / The Glass House, Queen's Gardens
- Paragon Arcade

**To** engage with Hull College, Bishop Burton College and Hull University to create learning and development opportunities for students e.g.\*

- Hull College Catering students – Yum! cookery demos participation
- Hull University students – assignment to create integrated marketing comms plan to promote BID events.
- Bishop Burton students participating in beauty expo (in conjunction with Bonus Arena) by volunteering, catwalk dressers, modelling.

**To** engage with charitable organisations e.g.\*

- BID member businesses (inclusion in events)
- Smile Foundation / The Vault
- Play Rangers

**To** offer support to arts-based entrepreneurs with potential grants (funds permitting)

\*Not exhaustive

## **FREQUENTLY ASKED QUESTIONS:**

### **What is a BID?**

A Business Improvement District (BID) is a defined geographical area where, in Hull's case, the boundary covers the nucleus of the city centre bounded by Freetown Way, the East Bank of the River Hull, the River Humber and Ferensway. Currently there are over 290 Business Improvement Districts within the UK.

As a not for profit organisation (a company limited by guarantee), HullBID is funded and operated independently with its own team. HullBID represents the interests of approximately 750 member businesses across 1184 hereditaments.

Note: A hereditament is any business premise that is liable to pay business rates.

## Hull Business Improvement District / breakdown of businesses



In the majority, a BID runs for a five year term as is the case with HullBID. Prior to expiry of the term, a renewal ballot takes place where businesses are given the opportunity to either vote in favour or against a BID being implemented.

### Is HullBID under the control of Hull City Council?

HullBID is not run by the local authority, nor is it exclusively in the hands of businesses. As an independent organisation, it is designed to unite people from city centre business and from the providers of public services in partnership to identify and deliver the action that is needed to improve the area. BIDs do not replace local authorities, police forces or other public bodies. Baseline service level agreements are set with those bodies and HullBID provides specific and enhanced improvements over and above statutory services.

### How is HullBID funded?

HullBID is funded via an additional levy equivalent to 1% of the rateable value of a business premise. The levy is collected on behalf of HullBID by Hull City Council who send out an annual invoice approximately June time. Subject to a successful ballot, the levy is mandatory and all businesses are required to pay. Owners/landlords of unoccupied premises will still be required to pay the levy. Properties eligible for charitable relief of 80% of their non-domestic rates will be required to pay the levy on the remaining 20%.

### How do you prioritise your spending?

We have prioritised spending according to our members' wishes and carefully measure the success of each initiative. We are conscious our members' money needs to be well-controlled and spent thus we have deliberately kept our team small to manage one of the UK's biggest BIDs.

### What are some of your significant achievements?

HullBID has achieved some great things over the last 5 years. The city centre is a measurably cleaner and safer place to do business. We've pulled together further with city stakeholders including Hull City Council, VHEY, Humberside Police and Civic 1 (the city's CCTV operations hub). Our BID radio scheme goes from strength to strength, as do numbers attending our exciting events. Equally important, we have shown our strength as a lobbying organisation, bringing together businesses to take action on matters which affect Hull city centre.

### What happens if the BID goes, if it doesn't secure another ballot in 2021?

It is quite straightforward; we will wind up the organisation, fulfilling any remaining contractual obligations including staff and service providers. The accountable body for HullBID is the Hull and Humber Chamber of Commerce and Shipping, c/o 34-38 Beverley Road, Hull and as such they will implement strict governance and procedures. We will hand over any assets that may be utilised for the good of the business community, including the radio handsets/system.

In short, all HullBID events and activities will finish. Our roving Support Officers and Cleaning and Maintenance Operative will cease their employment with HullBID and our role as a conduit bringing together businesses with public sector bodies including the Police and Council will stop. Ultimately, any queries regarding public realm, highways, anti-social behaviour, licensing, business rates, footfall, bringing events to the city and more will need to be directed to Hull City Council or Humberside Police.

## OUR BOARD AND TEAM

### EXECUTIVE DIRECTOR

- Kathryn Shillito

### NON-EXECUTIVE DIRECTORS

- Jim Harris, Centre Manager, St Stephens (Chair)
- Dr Ian Kelly, Chief Executive, Hull & Humber Chamber of Commerce
- Councillor Darren Hale, Deputy Leader, Hull City Council
- Garry Taylor, City Manager, Major Projects & Infrastructure, Hull City Council
- Guy Falkingham, Managing Director, Yorkshire Brewing Company
- Victoria Jackson MBE, Kingston Recruitment
- Tim Powell, Partner, Scotts
- Julie Buffey, Owner, Roisin Dubh
- Mike Rice, Chairman, Hugh Rice Jewellers
- David Donkin, Property Director, Wykeland
- John Magee, Centre Manager, Princes Quay
- Maria Kamper, Centre Manager, Prospect Shopping Centre

ALL NON-EXECUTIVE BOARD DIRECTORS ARE UNREMUNERATED AND GIVE THEIR TIME FREELY

### OPERATIONAL TEAM

- Catherine Goble, Marketing & Events Coordinator (full time)
- Mark Andrews, Senior Support Officer (full time)
- Raich Orr, Support Officer (full time)
- Martin Foster, Cleaning and Maintenance Operative (full-time)
- Lucilla Bathurst, Business Liaison Officer (16.5 hours)
- Francesca Sharp, PA/Office Administrator (16.5 hours)

### FOOTFALL AND STATISTICS

We'll closely monitor footfall gathered from our 7 footfall counters to measure any trends and draw comparisons with other cities in the Yorkshire and the North region\*. Up-to-date information on vacancy rates and new occupants / vacancies is provided to BID members on a weekly basis. Footfall stats for bespoke areas at specific times are available on demand.

#### LOCATION OF COUNTERS

St Stephens Centre (1)	Whitefriargate
Prospect Street	Humber Street
Brook Street	King Edward Street
Jameson Street	



---

### DELIVERABILITY AND RISK

There are no technical or legal barriers from an organisational perspective that will prevent implementation and delivery of this plan.

---

### CONTACT DETAILS

Kathryn Shillito, Executive Director, HullBID. Tel: 01482 611889

Registered Office: 34-38 Beverley Road, Hull HU3 1YE [www.hullbid.co.uk](http://www.hullbid.co.uk)

Note: Business plan may be subject to change. Our funding is subject to fluctuation which may increase or decrease and will be reflected accordingly across our budget and our implementation of initiatives. At the time of writing, it is believed that all information contained is correct but no liability or responsibility can be attached to HullBID