



## **BUSINESS PLAN – 2020/2021 (1 October 2020 to 30 September 2021)**



**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 fifth year of BID Term 3, we reflect back on a year of disruption due to the Covid pandemic, that has impacted on each and everyone one of us but more so on city centre businesses that have struggled to keep their heads above water. As I write this plan, with a potential lockdown on the horizon during the winter months, I am hopeful that as we move into 2021, a better, more prosperous year is ahead of us.

We have travelled the journey with our members and understand the difficulties they continue to endure. It was the right thing to do in giving a 25% discount on the HullBID levy, something very few other BIDs in the UK have done, and we hope it alleviated some of the pressure.

As an organisation, it is difficult for us to predict how we will be affected financially, but we are seeing levy funds gradually drip-feed in. We rely on additional income from our events and sponsorships, remaining hopeful they may continue in line with Government regulations. However, we feel reasonably secure that this business plan will still support the 830+ businesses we support across all sectors.

The climate is still a difficult one, retail is not what it used to be but continues to welcome new independents that are bringing something different to the city centre. Our empty unit rate is trending at 2% higher than the previous year, however the impact of online shopping is clearly making its mark. However, we are encouraged by the multi-million pound investments bringing quality, urban living to Hull city centre which will stimulate further 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 has been brought to a halt, but undoubtedly those with an entrepreneurial spirit will bring new activities and events once it is safe to do so. Each event brings significant economic benefits.... public transport is used, car parks are utilised, and bars, restaurants and shops are busier. 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. Work has begun to bring to life our maritime heritage, 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. During lockdown particularly, the HullBID support officers provide that extra layer of support, keenly watching premises and reporting unusual behaviour. As they gradually returned to work, it was immediately clear how much their presence is a necessity, and they continue their collaborative work with the police.

In our quest to deliver business boosting ideas, we will look to producing and delivering 30,000 copies of a new brochure to support the Food and Beverage sector. When covid permits, we need to see people eating and drinking at our venues and we're confident this will help.

Hull Street Food Nights - a spectacular success – will continue as will the now-famous Yum! Festival of Food and Drink are set to continue... only bigger and better.

Our strength over the past year has been our ability to keep our member businesses informed and involved, and we continue to learn of and share any information that will make accessing grants and funding easier. Our close partnership with the local authority has enabled businesses to get immediate answers when funds are running low. We know this service has proved vital and the BID team continue to be present and working on your behalf.

Our ability to pull members together with decision-makers has been put on hold, but we remain confident that in 2021 we can regain lost ground and continue with our evening economy group meetings, our security forum meetings and bring stakeholders together to achieve common goals.

As we begin our preparations for our renewal ballot in 2021, our attentions will turn to asking businesses to once again vote 'yes' for the continuation of HullBID. Vote yes for a safer, cleaner and more vibrant city.

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... Safety and Security, Cleaning and Maintenance, Marketing and Events, Partnerships and Cohesion.** 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>Delivering events and activities</i> <i>Partnerships and collaborations</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	Food and Beverage Brochure Family-friendly trail	Early evening economy supported. Number of businesses involved in trail.
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 ANTICIPATED INCOME WILL BE IN 2020/2021 AND WHERE IT WILL SPENT

In the 2020/2021 financial year we anticipate an income of approximately £412,212 from the BID levy (which includes a surplus carried forward from the previous year) and an additional £65,000 will be raised via sponsorship and stallholder income totalling £477,212. 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>DISC crime reporting system</li> <li>Provision of radios and consumables</li> </ul>	£62,230
Marketing/Events	<ul style="list-style-type: none"> <li>Yum! Food &amp; Drink Festival</li> <li>HullBID Annual Awards</li> <li>Food and Beverage Brochure</li> <li>Static Xmas light installations</li> </ul> <p>*Subject to Covid restrictions being lifted</p>	£90,227

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>BID Ballot costs</li> </ul>	£30,600
Rapid Response	<ul style="list-style-type: none"> <li>Cleaning and maintenance operative.</li> <li>Van/jet-spray machine</li> <li>Chemicals</li> </ul>	£19,000
Evening Economy	<ul style="list-style-type: none"> <li>Hull Street Food Nights – April to September.</li> </ul>	£36,5004
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>	£19,500
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>	£121,243
Levy collection/IT	<ul style="list-style-type: none"> <li>Collection costs – Hull City Council</li> </ul>	£32,000
<b>Contingency</b>	Surplus	£65,912
	<b>TOTAL</b>	<b>£477,212</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 additional income for the 2020/2021 year. We will continue to demonstrate to potential sponsors the benefits of being a part of our activities and initiatives.

Source	Initiative/Activity – 2020/2021	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> </ul>	£6,200
Christmas	<ul style="list-style-type: none"> <li>Contribution to Xmas installations</li> </ul>	£12,000
BID member businesses – various	<ul style="list-style-type: none"> <li>Category sponsors of the Hull Business Improvement District Awards (BIDA's)</li> </ul>	£8,300
TBC	<ul style="list-style-type: none"> <li>Co-funding of Food and Beverage Brochure</li> </ul>	
	<b>TOTAL</b>	<b>£65,000</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 2020-2021

### Core Activity: 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 but will be called upon at times to work flexible hours.



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 the NHS and businesses to try and address this. The group has already identified measures that will help including the 'pod', a transferable unit which is manned by various partners, and has already proved to be a real deterrent for anti-social behaviour and minor crime issues. Equally, it has been a call-in centre for the homeless seeking accommodation and support.

Numbers of businesses signed up to the BID radio system is at its peak, around 200 users rely on this key communication tool to summon support from BID officers, the police and Civic. The service, including the provision of new radio handsets, battery packs and earpieces, continues to be cost-free with all administration services and covered by BID. We know how valuable the BID radio service is to members and our hassle-free approach is a real time-saver.

## D-I-S-C

Direct funding from Humberside Police and the OPCC will continue for a further year, enabling a dedicated member of the BID team to take responsibility for administrating DISC on behalf of the Hull City Centre Business Crime Reduction Partnership. The well-established and regarded DISC crime recording system is 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 whilst images are accessible to help identify offenders.

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.



### Core Activity: CLEANING AND MAINTENANCE

**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. With the onset of lockdown, many areas were deluged with graffiti and our operative will continue to remove both large and small tags. A focus will also be given to jet spraying cafe pavement areas and spot cleaning of stubborn, hard to move stains. Human waste and detritus left by rough sleepers will be swiftly eradicated in car parks and multi-storeys.... areas of real 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: MARKETING AND EVENTS



Subject to covid relaxation, we will 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 that can take a complimentary stall, this event brings increased revenue for all. The Yum! Festival will be part funded from non-BID stallholder income and sponsorship.

In 2021, 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 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.

Usually running April to September – the first Thursday of each month - Hull Street Food Nights will hopefully 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 co-funded from sponsor and stallholder income.



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



### Core Activity: PARTNERSHIPS AND COHESION

**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 7th 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 – subject to the relaxation of covid regulations - we will seek a host venue in the BID district that will be a fitting backdrop. 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. We anticipate this event will be funded via sponsorship.



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

#### HULLBID BUSINESS NETWORK EVENTS



Places are highly-sought for our popular Business Network Lunches. It has been difficult to bring businesses together due to covid, but we anticipate in 2021 we will once again return to this format. We source topical speakers from the private and public sectors to bring relevance to each event. Previous speakers include the Police and Crime Commissioner, Emma Hardy MP and James Leeming, Senior Project Manager for the A63 Highways England improvement Scheme.

### **We aim to provide business-boosting ideas**



### **NEW!.... FOOD AND BEVERAGE BROCHURE**

Subject to funding, we hope to prepare and produce a dedicated food and beverage brochure that will feature every single outlet in the city centre. 30,000 copies will be door-dropped whilst hand-picked venues with heavy footfall such as the information point in the Interchange will carry the brochure. Cafes, Bars, Restaurants, Coffee shops.... all will be included from the largest to the smallest. With lots of visitors and over 3,000 residents now city centre living, it is vital people know where to go for their foodie fixes.

### **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 re-landscaping of Queen's Gardens will see the city 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.

### Scheduled meetings with our members

The Executive Director will continue to schedule meetings with key businesses (when permitted), 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\*

- 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\*

- Hammonds of Hull Building
- 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 320 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 830 member businesses across 1184 hereditaments.

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

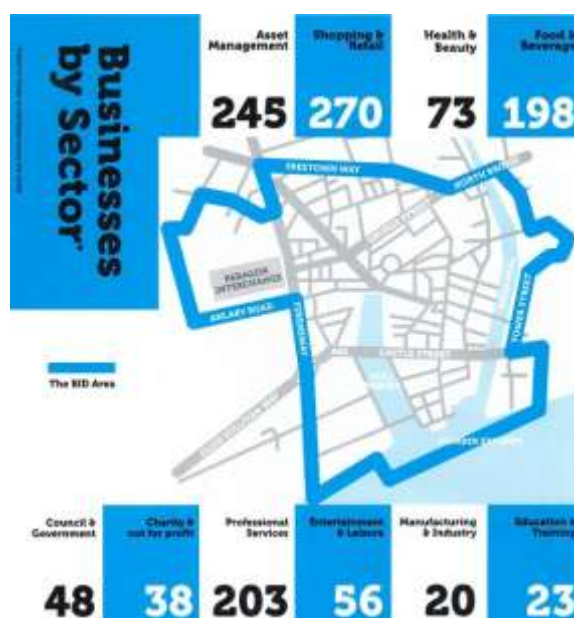
### Is HullBID under the control of Hull City Council?

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%.

### What is the breakdown of businesses by number?



### 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.

### When is the next HullBID Ballot?

In 2021, prior to the expiry of the current term, HullBID will be seeking a fourth term as we head towards a renewal ballot in the Summer. A ballot is conducted independently of HullBID with each member business being given an opportunity to vote for the future of the BID. The achievement of a successful ballot hinges on....

- i) An overall 'yes' majority vote
- ii) An majority of rateable values

### 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)
- 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