



Registered Office: 34-38 Beverley Road, Hull HU3 1YE

**Renewal Ballot Proposal for the term
1 November 2021 to 31 October 2026**

INTRODUCTION

Established in 2006, HullBID (Business Improvement District) is a not for profit organisation, an independent company limited by guarantee that is not part of the local authority, the police or any other public body. The organisation is predominantly private sector led, and is a subsidiary company of the Hull and Humber Chamber of Commerce based at 34-38 Beverley Road, Hull HU3 1YE. HullBID conforms to the Local Government England Business Improvement Districts (England) Regulations 2004.

The Hull Business Improvement District is a geographically defined area with distinct boundaries covering the nucleus of Hull city centre. HullBID is one of the largest BIDs in the UK, incorporating 1126 hereditaments across 840 sundry debtor accounts. The average number of hereditaments in a BID is approximately 300-400.

The term of HullBID spans five years with renewal ballots already taking place in 2011 and 2016. HullBID is proposing a third renewal ballot in September 2021 and success would see a new term commencing on the 1 November 2021 and expiring 30 October 2026. A ballot must be secured on two counts:

- 1) A majority of those who voted in favour of the proposal
- 2) The rateable value of each hereditament of those who voted in favour of the proposal must be greater than those who voted against

*Note In 2016 the BID secured a further term with an 80% majority by vote and an 80% majority by rateable value, with turnout at 45%.

BID regulations state 'the proposer' who, at the date he/she sends BID proposals to the billing authority under regulation 4(2)(a), must be a non-domestic ratepayer in relation to a hereditament situated in the area to be comprised in such proposals. The BID proposer is Mr Jim Harris, Centre Manager of St Stephens, Ferensway, Hull who is also the Chairman of the HullBID Board of Directors. Mr Harris will be proposing a Town/City BID.

Prior to the renewal ballot, a consultation process with levy-paying businesses has been implemented in a number of formats including an initial snapshot survey (10% of eligible voters) followed by a comprehensive survey aimed at all businesses. Drop-in sessions have been hosted, and additionally face to face consultations have taken place. The results will be analysed for any indicative results which may influence changes to our objectives.

HullBID will seek to establish who is eligible to cast the vote for each hereditament and will provide Hull City Council with an updated and final extract of voters.

On securing a renewal ballot, each business or organisation within the District is required to pay HullBID a mandatory levy which equates to 1% of the rateable value of the hereditament.

Subject to a successful ballot, liability for the levy lies with the ratepayer (including untenanted properties). Properties eligible for charitable relief of 80% of their non-domestic rates will be required to pay the levy on the remaining 20%. Businesses within properties where the rateable value falls below £5,000 or under will not be charged the BID levy, however those small businesses can become voluntary members at a cost of £50 per annum.

The Hull Business Improvement District encompasses the following streets/roads:

Albion Street	George Street	Nelson Street	Scale Lane
Alfred Gelder Street	Grammar School Yard	New Cross Street	Silver Street
Anlaby Road	Guildhall Road	New Garden Street	Silvester Street
Anne Street	Hanover Square	North Church Side	South Church Side
Baker Street	High Street	Osborne Street	South Street
Bishop Lane	Humber Dock Street	Paragon Square	Spencer Street
Blanket Row	Humber Place	Paragon Station	Spring Street
Bond Street	Humber Street	Paragon Street	Story Street
Bowlalley Lane	Jameson Street	Parliament Street	Tower Street
Brook Street	Jarratt Street	Percy Street	Trinity House Lane
Canning Street	John Street	Portland Street	Union Street
Carr Lane	King Edward Street	Posterngate	Vernon Street
Castle Street	King Street	Prince Street	Waltham Street
Chapel Lane	Kingston Square	Princes Dock Street	Waterhouse Lane
Chapel Street	Kingston Street	Prospect Street	Wellington Street
Charlotte St Mews	Land of Green Ginger	Pryme Street	Wellington Street West
Colonial Street	Little Queen Street	Queen Street	West Street
Commercial Road	Lowgate	Queen Victoria Sq	Whitefriargate
Dagger Lane	Manor Street	Queens Dock Avenue	Wilberforce Drive
Dock Street	Market Place	Railway Street	Worship Street
Eggington Street	Minerva Terrace	Reed Street	Wright Street
Ferensway	Myton Street	Savile Street	

The HullBID Board is not proposing to increase the levy which has been consistent at 1% since 2006, nor are they seeking to expand or reduce the BID boundary. This is in contrast to other BIDs who seek to raise the levy percentage in challenging times.

EXECUTIVE DIRECTOR AND NON-EXECUTIVE DIRECTORS (THE 'BID BODY')

Kathryn Shillito, Executive Director has responsibility for the overall operations and management of HullBID and has been at the helm of the organisation for over 12 years. Kathryn's immediate report is to Ian Kelly, CEO of Hull and Humber Chamber of Commerce. There are 12 non executive board directors drawn from BID member businesses and organisations of varying sectors, accountable for the governance of HullBID.

HULLBID BOARD DIRECTORS:

- Jim Harris, Centre Manager, St Stephens (Non Executive Chairman of the Board)
- Ian Kelly, CEO Hull and Humber Chamber of Commerce
- Councillor Daren Hale, Leader, Hull City Council
- Garry Taylor, Assistant Director, Major Projects, Hull City Council
- Victoria Jackson, Chair, Kingston Recruitment
- Mike Rice, Chairman, Hugh Rice
- David Donkin, Property Director, Wykeland Group
- Tim Powell, Director, Scotts Commercial
- Guy Falkingham, Owner, Taphouse Brewery
- Julie Buffey, Owner, Roisin Dubh
- Maria Kamper, Centre Manager, Prospect Centre
- John Magee, Centre Manager, Princes Quay

Applications for vacancies on the board are advertised within HullBID communications. Non-executive board directors are unremunerated. The board of directors conduct an AGM which takes place in the month of January. Also commencing in January, a two hour bi-monthly board director meeting is hosted at the Hull and Humber Chamber of Commerce where minutes are taken.

THE HULLBID TEAM

- Catherine Goble – Marketing and Events Coordinator (F/T)
- Mark Andrews – Senior Support Officer (mobile F/T)
- Raich Orr – Support Officer (mobile F/T)
- Francesca Sharp – Business Liaison Officer/PA (16 hours)
- Martin Foster – Cleaning and Maintenance Operative (P/T 20 hours)

It is recognised that the team must remain lean and each employee is in a position to multi-task as there are natural crossovers. For such a large BID (one of the biggest in the UK), the number of employees is minimal with 50% assigned to daily 'on the street' operations.

HullBID also receives support from the Hull and Humber Chamber of Commerce who provide accounting services, the services of an IT specialist and a Company Secretary for which a fee is payable.

OUR CORE PILLARS

HullBID organises its activity around four core pillars, reflecting the important role we play in facilitating an improved trading environment, bringing increased prosperity to Hull city centre. Detailed information on our services, activities and initiatives is provided within the draft Business Plan 2021-2026 which can be produced on request, however a summary is provided below.

- **Improving Safety and Security**
 - Roving HullBID Support Officers
 - 225 users of BID radios
 - DISC crime and anti-social behaviour recording scheme (339 members)
 - Coordinating with Humberside Police to man the drop in pod facility
- **Improving Cleanliness and Maintenance**
 - Graffiti removal
 - Jet-spraying cleaning
 - Waste and mess removal
 - Ad hoc property maintenance (inc. painting)
- **Partnerships and Collaboration**
 - Consistent dialogue with HCC (Major Projects, Economic Development, Visitor Economy)
 - Place-making – working with partners to the same agenda, to reimagine and reinvent public spaces
 - Culture and Place Strategic Advisory Group (Hull Cultural Compact)
 - City Centre/Beverley Road Task Force chaired by Asst. Chief Constable Darren Downs)
- **Improving Business**
 - Festivals and Markets
 - Trails and attractions
 - Brochures and literature

HOW WE CONSULT WITH MEMBERS

Whilst HullBID prides itself on a swift response to any email or telephone request, it is important that continuous dialogue is undertaken with members. Opportunities are also provided to share news and take constructive feedback in a variety of ways.

- One to one meetings – calling in to individual business premises by all members of the BID team but specifically by the Executive Director and the Business Liaison Officer
- Sector specific group meetings e.g. Evening Economy Group, Retail Security Forum
- Quarterly networking events with keynote speakers
- Direct email
- HullBID website and social media platforms
- Specific social events for BID members
- Surveys and questionnaires
- Quarterly newsletter
- Annual financial update

HULLBID FINANCES

In an ordinary year, the HullBID levy generates an average income of approximately £350,000 and this is bolstered by additional income from events sponsorships, stallholder income, and grants from public sector bodies including Humberside Police and Hull City Council. For every pound raised from the levy, HullBID generates an additional 20 pence in the pound which is invested into projects and initiatives. If a value were to be perceived for the in-kind support received, this figure would raise significantly. HullBID ordinarily ensures there is a contingency of approximately 5%-10% of income.

Civica (Overpayments Team) is responsible for the administration and collection of the levy for which a fee is payable. Civica provides a monthly report of income generated along with any associated costs e.g. court costs. Regular communication takes place between HullBID and Civica to resolve any queries and review how the collection is progressing. HullBID similarly works with the council's principal finance officer to review finances and agree a profile of payments across to BID. The HullBID business plan provides details of indicative expenditure in more depth.

EXIT STRATEGY RESULTING FROM UNSUCCESSFUL BALLOT

In the event that the renewal vote is unsuccessful, steps will be taken to devolve BID activities and services to associated parties where applicable, within a three month winding down period commencing the 1st November 2021.

Safer Hull would be invited to take responsibility for the continuation of the radio system whilst administration of the DISC crime-recording scheme would shift to Humberside Police. The graffiti removal service and general cleaning and maintenance would cease immediately (this service is outsourced), and the provision of the two BID Support Officers would cease once contracts are terminated (no later than the 1 December 2021). Similarly, the remaining BID personnel would have their contracts terminated as part of the winding down procedure and would leave the business no later than the 1 January 2022. The Hull and Humber Chamber of Commerce as the accountable body will oversee this process.

There would be no further networking events, street events or delivery of initiatives. Once any other outstanding costs have been settled, any remaining levy funds within the HullBID account (or funds that have been achieved from levy funded activity e.g. sponsorships) will be reimbursed to levy-paying members, and this arrangement will be negotiated with Civica in advance, for which a fee may be payable.

An unsuccessful ballot would result in any associated costs for Hull City Council as ballot holder being reimbursed. At the time of writing, Hull City Council has been unable to provide any firm costs but the reimbursement would, at the least, cover costs for postage, for any legal notices posted within the Hull Daily Mail, and for Officer time.

A figure of £6,000 has been apportioned from the budget but it is acknowledged there has to be a degree of flexibility, therefore HullBID will be in a position to meet higher costs should the need arise. As the ballot date approaches, HullBID would be prepared to provide monthly accounts to demonstrate its capability of covering ballot costs if required.

SUPPORTING NARRATIVE

PARTNERSHIP WORKING WITH HULL CITY COUNCIL THROUGH THE COVID PANDEMIC

2020 was the most tumultuous year many businesses had ever experienced as the covid pandemic took a grip and businesses were forced to close. We were acutely aware of the financial demands it placed on our members, so it was important to show understanding and commitment and we responded with a 25% levy discount. We were almost unique across the 329 BIDs in the UK in taking this stance but it was the right thing to do, giving businesses a direct bottom line benefit.

This had the effect of restricting our own funding, impacted further by our inability to earn income from sponsorships and stallholders. By careful management of finances, and taking advantage of the furlough and flexible furlough schemes it enabled us to reduce our costs, yet still provide a trimmed service, addressing what we, the businesses and other stakeholders identified as the most important services.

Our close working relationship with Hull City Council became more important than ever, and we worked in tandem to ensure businesses received essential advice in a timely manner on matters including grants and guidance, and about returning to work safely. Specifically, all the council press releases and Covid information were directly mailed to our extensive database, and we created a designated section on the HullBID website, making it freely available to those business owners and managers we could not reach.

The majority of the enquiries we received were about grants and funding and we ensured BID resources were always available to deal with these 7 days a week. Our close links with Gary Briggs, manager of the business rates team almost guaranteed us a swift response to queries and he, or one of his team usually picked up with the business directly.

Throughout covid, the dialogue between ourselves and the major projects team particularly has been ongoing, with each seeking support from the other during challenging times. From the onset, we were supportive of the council-led retail group meetings and hospitality meetings, and appreciative of their swiftness in reacting to enquiries we put forward on behalf of businesses on many issues.

We have strengthened ties with Visit Hull to share and roll-out printed materials promoting the 'stay safe' message with Executive Director Kathryn Shillito endorsing this directly on BBC Look North. Similarly our thoughts and feedback were sought regarding the 'welcome back to the high street' campaign.

We liaised closely with, and had support from, Hull City Council's public protection team to ensure businesses could function as best possible when lockdown began to ease. There was initial confusion for some bar owners, particularly regarding pavement licences, and we acted as conduit to garnering prompt support from the team who made personal visits to provide constructive ideas and get those businesses up and trading. HullBID's marketing and events manager continued to attend the council-led Events Safety Advisory Group and also the Local Authority Event Organisers Group, keeping track of what was happening in a Covid world and the effects it had on live events and the reopening of the city centre.

When restrictions made it impossible to hold the usual programme of big events in the city centre we applied the guidance from our regular discussions with Hull City Council's events team to create safe activities which encouraged families into the city centre and supported local businesses. HullBID invested in three fun family trails which covered all areas of the city centre and we also supported the hospitality sector by launching the Dine Wednesdays initiative, putting the focus on our pubs, restaurants, cafes, café bars and hotels to help them build customer confidence after Eat Out to Help Out had ended.

Now we are about to launch a brochure in partnership with Visit Hull which will feature every food and beverage business in the city centre and remind diners and drinkers of the quality and variety available. Continuing on the theme of partnership, we are currently both working to identify new projects which we hope to co-fund and promote, to bring more events and more people into the city centre. We recognise that a joint approach with Hull City Council and with Visit Hull helps everybody get better bang for the buck. The benefits of the partnership are well-established and have been magnified throughout the pandemic, and will form a cornerstone of our efforts as we proceed through recovery and beyond.

We will continue the conduit role which is at the heart of HullBID's work, making sure businesses know what is going on and why. We even helped Cock of the Walk tailors keep production going by introducing them to the right contact at the NHS so they could supply life-saving PPE instead of shutting up shop for the summer.

HULL'S JOURNEY

In addition to supporting – and re-shaping – the retail and hospitality sectors which have dominated our city centre in the past we are working to encourage the development of new hubs and collaborations.

Culture became a key growth area which expanded further with City of Culture status, when huge investments were made in Hull New Theatre, the Ferens and the construction of the Hull Arena, and it is a sector which we continue to support with our own activities. We selected Hull Arena as the venue for one of our fashion events, bringing city retailers under one roof, and for our Annual HullBID Awards in 2020 which the previous year took place in Hull Minster. We look forward to selecting another iconic venue in the city centre for our next celebration of business excellence in 2021.

We will offer our support to Hull City Council to maximise the benefits of the Hull: Yorkshire's Maritime City project as it keeps the city in the regional and national spotlight. It will influence our plans for the next five years as we help to raise awareness and play our part to ensure the city centre is a fitting host for such a transformational development.

We have also supported the activities of the Hull Young Professionals Network, ensuring that the business leaders of the future in digital, law, finance and more are involved in helping to shape a city centre which will cater for their business and social needs and hopefully attract more bright young talent. Our aim to integrate new city workers saw us recently re-engage with the group, with a promise to increase our support whilst utilising BID member businesses to create meeting places and a varied social calendar.

Related to this we have good links with the University of Hull and have also supported students through our partnership with the Students' Union, to the extent of mentoring and reviewing work. Our approach is to showcase the city centre offer, encouraging them to keep their skills in the city after graduation and, as potentially huge influencers, to share their passion for Hull on campus and with friends and family nationwide and worldwide. The new backdrop to all of this is the growth in city centre living, something which we have helped to promote by working closely with the developers behind the revolutionary new look of such sites as the Glass House.

Renovations from large residential projects to small retail, leisure and office units are bringing old building back to life, reviving the charm of our city centre, triggering a new vibrancy and luring people in to enjoy a new experience. The equation is simple enough – if a place is attractive enough and has quality amenities it will attract people to live, learn, play and work. In practice we know from experience that things are never that easy but as partners we boost our chances by working together.

Business Improvement Districts were set up to deliver projects which were beyond the remit and resources of local authorities, but HullBID has worked hand in hand with Hull City Council every step of the way and will continue to do so. As a body which is recognised and trusted by businesses for its independence, HullBID offers a route to companies large and small, many of them not embraced by other business organisations and sometimes therefore feeling isolated. We want to make businesses part of 'the team' by removing perceived barriers to create new and bigger partnerships which will help to bring in new revenue for projects and to maximise benefits and competitive advantages.

SUPPORTING HULL CITY COUNCIL'S ECONOMIC AIMS AND AMBITIONS

It has been HullBID's policy for many years to work towards a productive partnership of big, national operators and small local independent businesses in our city centre. We recognise that many shoppers and other visitors want to see the names they know well, but we are also fully aware that sustainable development calls for local operators who are more likely to support local partners, who can build local capacity in terms of skills and jobs and are less vulnerable to investment decisions from elsewhere.

When Paragon Arcade reopened after the first lockdown it had six new businesses, all local independents which were not there in March 2020. It is just one sign of local entrepreneurs displaying growing confidence and great resilience. We work closely with the developers Allenby Commercial, as we do with K2, Wykeland and the new owners of Hammonds of Hull.

We have already assisted Tokyo Industries, helping them navigate their way to the doorsteps of key stakeholders and raising awareness of their plans for revitalising Princes Quay.

These major investments are a clear sign that Hull city centre has enormous pulling power, and that is underlined further by the decisions of Arco and Rix to relocate. Without doubt, both businesses could have chosen any number of locations but by moving into the city centre, they add real corporate clout to our rising confidence and they send a strong message to other employers that Hull is well and truly open for business.

To rubber-stamp our commitment to attracting further investment, HullBID prior to covid, partnered with Hull City Council's Major Projects Team along with city developers at the annual REVO exhibition. This enabled us to showcase current and potential opportunities in Hull city centre and to reinforce the message that we have a business community which is united in working to attract new investment on all fronts.

We have a strong track record of providing support and opportunities for local independent businesses through our major events. One example is Hull Street Food Nights which in addition to generating trade in the hospitality sector and local supply chains, created lasting jobs by encouraging new operators to set up in permanent new restaurants. The concept has now been handed over to city centre businesses to develop further, leaving HullBID free to introduce new ideas in partnership with others.

Another success story was Hull Trinity Festival, the live music event organised by HullBID which brought spin-offs for city centre pubs, restaurants and café bars and also supported local music and tech support talent in partnership with The Warren.

We are now in discussions with potential stakeholders about an exciting new idea to connect the cultural and creative sector and the food and beverage sector, and we will be continuing with the Yum! Festival of Food and Drink which has grown over the years from a small collection of stalls in King Edward Street into a two-day event at the rose bowl showcasing some of our best food and drink retailers and suppliers.

We have a strong focus on tourism, leisure, creative industries and hospitality with retail linked to that. The aim is to enhance the city centre offer because it helps cement the position of professional firms who might otherwise be tempted to head to a business park. It supports them in attracting and retaining staff who find the city centre a great place to work, developing the variety of jobs available in the city centre and presenting more opportunities for local people.

As a Business Improvement District, HullBID is contractually bound to focus on its area, however we are committed to extending the benefits across the wider city because we recognise that success can spread. Many people who work in the city centre live in other parts of the city, and they take the economic benefits back to their families and homes.

We face up to the challenge of empty units by carrying out our own counts and benchmarking against other cities and towns to make sure we have an accurate picture for Hull city centre rather than one which is skewed by national statistics. We share this information with Hull City Council and we have ambitions to work with them on initiatives to fill the space or at least put it to some use by making it presentable. Related to this, we supply Hull City Council with data from our footfall cameras which can be used to add leverage to bids for funding, most recently to assist with the Levelling Up Fund bid in May this year.

As demonstrated by our investment in Dine Wednesdays and our partnership with Visit Hull for the new food and beverage brochure we recognise that the hospitality sector is critical to the economic wellbeing of the city centre and its employers are the hardest hit. The feedback we receive is that staffing is the biggest problem, with difficulties recruiting to replace people lost to other sectors and with a skills shortage as a result of that. We propose to source and promote training opportunities offered by providers in the city centre including Hull College, who have partnered with us on the Yum! Festival and with Chamber Training amongst others.

Since 2006 we have been representing our members with a voice and we want that to continue. Our direct contacts with key decision-makers at Hull City Council, Humberside Police and other bodies – organisations that trust us and invest in us – have helped influence decisions that affect city businesses. Without HullBID, there would be no other independent organisation with the same understanding and reach that we have achieved. Our aim is to secure a renewal ballot but we know it will be challenging asking our members to commit to a further five years of funding. However, from the high number of businesses we have already consulted with, the overriding feedback is positive with many seeing the levy as a direct way of influencing a better future.

Addendum: CONSULTATION WITH PUBLIC BODIES/OTHER PARTIES

Hull City Centre Security Partnership (chaired by Humberside Police)

Since the BID's inception, there has been a collaborative approach to tackling city centre crime and anti-social behaviour. A strong relationship has been built with consecutive city centre inspectors and the policing team based in Osborne Street.

Arising from monthly security meetings hosted by Acting Assistance Chief Constable Darren Downs and Kathryn Shillito, action plans have been established which sees partners (including the NHS, Safer Hull, Emmaus Charity/other charities and care providers) pulling together on issues affecting the city centre.

Office of the Police and Crime Commissioner

Regular dialogue takes place with the Police and Crime Commissioner who has a good understanding of how HullBID knits into keeping the community safer. The PCC has previously provided a grant for £10,000 for the renewal of the BID radio system (changing from analogue to digital radio handsets).

Humber LEP

The Humber LEP (now disbanded) had long regarded HullBID as a key partner within the business community, sharing information and ensuring BID members could navigate specific support from personnel within the Humber Growth Hub. BIDs involvement in the LEP- established 'Humber Resilience Forum' provided an opportunity for BID to engage with local authorities on both sides of the Humber, along with training providers, the FEO, FSB and with other businesses. This proved extremely useful during the height of the covid pandemic.

For further information or clarity, contact HullBID Executive Director, Kathryn Shillito Kathryn@hullbid.co.uk or telephone 07595 820122, or alternatively contact Jim Harris, Centre Manager, St Stephens and HullBID Chair jim.harris@ststephens-hull.co.uk telephone 07912 208628.

Visit www.hullbid.co.uk