



Draft Business Plan

Renewal Ballot for period 1 November 2021 to 31 October 2026

BUSINESS IMPROVEMENT DISTRICTS - DEFINITION

There are 329 established Business Improvement Districts in the British Isles and each year new BIDs come into existence by way of their ballot. The current total number of hereditaments (a premise with rates business rates liability) is 133,163, each contributing a BID levy achieving an overall £132 million annually.

BIDs are key players in their local business communities, delivering services to all levy payers across all sectors. They bring together and work with local stakeholders, national and independent businesses.

THE VISION AND VALUES OF HULLBID

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 strong sense of direction, we organise our activity around four core pillars... Improving Safety and Security, Improving Cleanliness and Maintenance, Partnerships and Cohesion, Improving Business

Our 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. The pillars remain our core focus, however we adapt and change our tactics and operational plans to meet changing needs

ABOUT HULLBID

Hull Business Improvement District (BID) is a defined geographical area where the boundary covers the nucleus of the city centre. Established in 2006, HullBID is not local authority led, nor is it exclusively in the hands of businesses. As an independent, not for profit organisation with no political allegiances, it is designed to unite people from city centre businesses and from the providers of public services in partnership, to identify and deliver the action that is needed to improve the area. Baseline service level agreements are discussed with those bodies and HullBID provides specific and enhanced improvements over and above those services.

HullBID is funded by its members and operated independently with its own team. HullBID represents the interests of 832 businesses and organisations across 1210 hereditaments making us one of the largest BIDs in the UK; note the average BID has between 300-400 hereditaments.

HullBID is a subsidiary company of the Hull and Humber Chamber of Commerce (the accountable body) based at 34-38 Beverley Road, Hull HU3 1YE and conforms to the Local Government England Business Improvement Districts (England) Regulations 2004.

WHY HULL NEEDS A BID

Since 2006 we have been representing our members with a voice. We have direct contacts with key decision-makers at Hull City Council, Humberside Police and other bodies – organisations that trust us and invest in us - and we can influence decisions that may affect city businesses. Without HullBID, there would be no other independent organisation with the same understanding and reach that we have achieved.

We are in a privileged position to be funded by businesses and we don't take that responsibility lightly. Whilst we spend time championing businesses on bigger picture issues including business rates reformation, we focus on attracting people into the city centre, whether it's for work, living or leisure. We look at things holistically... if the city is clean, safe, vibrant and connected, investment will follow, as will people.

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 by offering 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.

We were also conscious of the need to offer as much practical support as possible. Our partners at British BIDs and the Association of Town and City Management provided us with the latest legislative changes, our good working relationship with the business rates team at Hull City Council meant those struggling to access grants and funding were given one-to-one support, and we were able to signpost businesses to an array of webinars and training courses which proved invaluable. Throughout this, our operations team were out there, keeping an eye on empty properties, working with the police to tackle anti-social behaviour, and keeping the city free of graffiti.

We're not out of the woods yet... some sectors have suffered more significantly than others particularly the hospitality sector and we acknowledge they may need special attention. However, as we reflect back to 2006 when HullBID was first introduced, and we start to re-address what really matters to city businesses, it is clear the focus should be maintained on making the city safer, cleaner, vibrant and cohesive.

OUR BID AREA

Our District is bounded by Freetown Way, Tower Street adjacent to the East Bank of the River Hull, the River Humber and Ferensway, incorporating part of Anlaby Road, St Stephens Shopping Centre and the Interchange.



The BID Area by street name

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 Street 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	

HOW HULLBID IS PRIMARILY FUNDED

HullBID is funded via a levy, independent of business rates, which is equivalent to 1% of the rateable value of a hereditament. The administration of this service is carried out on behalf of HullBID by Hull City Council (Civica) who send out an annual invoice approximately June time along with relevant notices thereafter. The broader provision ensures any business coming onto business rates charge will also become liable for the levy and a 'chase' system is operated to ensure the maximum amount is collected, generally around 97%. A fee is payable for this service.

Subject to a successful ballot, the levy is mandatory and liability 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.

Levy-paying businesses must be provided annually with a written update giving a summary of income and expenditure for the previous year, plus an indicative budget of where funds will be apportioned in the next year. The HullBID 'Financial Overview' is distributed at the time of invoicing. The AGM also provides an opportunity to review HullBID's annual accounts provided by Gareth Botterill of Botterill & Co, 40 Norwood, Beverley.

Whilst our counterparts in Leeds and other big cities attain a substantial levy income – in part due to high RV's but also a higher levy percentage is charged, we perform our role with comparatively much less.

However, success in attaining additional funds from sponsorship, loans of equipment and stallholder income brings in an additional funds equivalent to circa 20p in each pound from the levy. If we were to place a value on the in-kind support we receive, this figure would rise significantly.

RENEWAL BALLOT 2021

For a BID to be successful, all BIDs irrespective of the type of BID e.g. town/city, industrial, coastal or tourism, must enter into a ballot giving an opportunity for businesses identified within the proposed District to cast their vote. HullBID is categorised as a town/city BID with a term spanning five years and successful renewal ballots have taken 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%.

RENEWAL BALLOT ARRANGEMENTS

A renewal ballot is the only opportunity for BIDs to alter the district boundary or increase the percentage of the levy. The HullBID board of directors has agreed that no adjustments will be made, with both remaining the same for the next five year term.

HullBID is proposing that Hull City Council conduct the 2021 renewal ballot. In accordance with BID regulations, the council will be responsible for the following actions within a 28 day timeframe in advance of the ballot date:

- Dispatch of ballot papers to businesses
- Notifying the deadline for appointing a proxy (to vote on a businesses' behalf)
- Providing the earliest date that unreceived papers can be replaced
- Notifying the deadline for cancelling a proxy
- Notifying the deadline for replacement of spoilt papers
- Notifying the closure of the ballot (5pm)
- Announcing the results on the Hull City Council website

All ballot papers will be dispatched by post with returns also made by freepost. Should the rare need arise, Hull City Council has the right to collect ballot papers from businesses. Businesses can also hand deliver ballot papers to the reception Desk at the Guildhall, however they must not engage with HullBID staff or board directors to collect ballot papers. Both HullBID and Hull City Council are committed to raising awareness of the ballot outcome swiftly with those who will be liable for any future levy.

Within 28 days from the date of the ballot announcement, an appeal can be lodged by the BID body, the relevant billing authority, or at least 5 per cent of the number of persons entitled to vote, requesting the Secretary of State to declare a void ballot and specifying the reason for that request.

The Secretary of State may declare HullBID's renewal ballot void if it appears that a material irregularity has occurred. Although re-ballots are rare, any ballot taking place after a failed ballot is considered a full ballot.

As part of the ballot process, we have consulted with member businesses and in order to maximise responses we took multiple approaches, achieving a 10% response rate.

- A brief snapshot survey to a sample audience of 15% - w.c. 3 May 2021
- A comprehensive survey was directed to every BID member business – w.c. 10 May 2021
- Surveys were hand-delivered and collected
- Two drop in facilities were held within Trinity Market and the Humber Street Gallery – 24th May and 26th May respectively

Findings from the survey will be published in June on hullbid.co.uk and within our July-September newsletter.

GOVERNANCE

Kathryn Shillito, executive director has responsibility for the overall operations and strategic 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 as the accountable body for HullBID.

There are 13 non-executive board directors drawn from BID member businesses and organisations that reflect the diversity of the BID area to ensure commercial sense and inclusivity. Applications for vacancies are open to any member business irrespective of sector and interested parties must submit a current CV for the board's scrutiny and attend an informal interview. Vacancies are advertised within HullBID communications including the quarterly newsletter, whilst the re-appointment of non-executive board directors occur on a rotational basis. All current directors give their time freely and are unremunerated.

- 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, Property Owner
- Julie Buffey, Owner, Roisin Dubh
- Maria Kamper, Centre Manager, Prospect Centre
- John Magee, Centre Manager, Princes Quay

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. BID member businesses are invited to attend meetings as observers.

PARTNERS AND PLACE-MAKING

Place-making inspires people to collectively re-imagine and reinvent public spaces at the heart of every community. It strengthens the connection between our members and the places they share with the local authority and other stakeholders, by means of a collaborative process. Place-making pays particular attention to the physical, cultural and social identities that define a place, and support its ongoing evolution. It demonstrates to stakeholders how powerful their collective vision can be, focusing on a place in its entirety rather than zeroing in on isolated components.

HOW WE CONTRIBUTE TO SHAPING 'OUR PLACE'

We are acutely aware how big retail is diminishing... those retailers that used to dominate the city are no longer around and the future must be about encouraging independent retail into Hull, dissuading shoppers from venturing further afield to shopping parks and competitor cities.

Our activities and partnerships are part of a strategy which HullBID has developed over the last 10 years or more and are based on the realisation, shared with our key partners, that Hull has a rich heritage and strong arts and culture foundations which can all be harnessed not just to attract people into the city for a night out, but also to view it as a candidate for game-changing investment.

In partnership with Hull City Council we have anticipated and responded to the changing dynamic which has become a feature of all urban centres. As big retail has declined we have provided essential support to small, local, independent businesses. They are able to focus on the day to day priorities and we step in to ensure they can operate in a safe, clean environment. We provide marketing advice and we activate our network to keep them updated on developments in the city centre that could affect their business. We also connect them to other businesses and to other organisations, whether directly or via our popular networking events.

The shift in property use from office space to residential accommodation is changing our cityscape and we work closely with the developers behind such major schemes as the Glass House and the smaller conversions in locations including Land of Green Ginger and Liberty Lane. Similarly, we work hard to support the people behind the innovative new schemes which combine residential, office, retail and leisure including Wykeland Beal in their joint venture with Hull City Council at the Fruit Market, K2 in Bond Street and the new Hammonds of Hull development. We had our first conversation with the new owner of Princes Quay within days of him announcing his acquisition.

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.

During the last five years the city of Hull has seen the start of manufacturing at Siemens Gamesa as well as major investments by other household name manufacturers including Smith & Nephew and RB.

Our cultural offer has been enhanced by construction of the Bonus Arena and renovation of Hull New Theatre and the Ferens Art Gallery and we have an addition to our collection of iconic bridges in the shape of Murdoch's Connection.

The developments outlined above will kickstart our campaign for further success over the next five years. We can also look forward to the transformational Hull: Yorkshire's Maritime City project, further high quality development at Albion Street, innovative solutions to connect areas of the city centre with a route under Myton Bridge and a first class service to bring visitors into the city via Hull Trains with their new, and so far under-used, £60m fleet.

The HullBID Board brings together businesses and key figures from Hull City Council in an environment which promotes the introduction and exploration of ideas that will knit with the shared place-making agenda.

For our part BID, through its own funding and procurement policies, will ensure it is in a position to act swiftly on any initiative, with its communications and networking channels underpinned by regular face to face contact and its robust partnerships in place to create opportunities for city centre businesses to benefit and further raise the profile of Hull as a city to invest in.

ARTS AND CULTURE

Historically, HullBID has placed a high priority on arts and culture, encompassing the city centre's hospitality businesses, and it is our aim to continue with this. Approximately one-quarter of our income will be apportioned to bringing footfall-boosting events and festivals, integrating our historic buildings, architecture and public realm to enhance the experience.

Early initiatives such as Half Past the Weekend brought in live, local entertainment to support the evening economy during the quiet spells midweek, and the benefits increased considerably as we became more ambitious.

Hull Trinity Festival attracted thousands of people to major events in Trinity Square and Zebedee's Yard with a format which was deliberately designed to direct crowds to pubs, clubs and café bars throughout the city centre after the main stage closed.

With The Warren as key partners in the production of the events, we also supported the development of local musical talent, raising standards and increasing the number and variety of performance venues in the city centre.

The Yum! Festival of Food and Drink expanded from the humble origins of around 15 stalls in King Edward Street to a bustling, two-day festival extending from the Rosebowl into Queens Gardens.

The good proportion of traders are local to the city centre and they report a boost in trade from their stalls at the festival as well as a knock-on benefit with more customers visiting their premises.

As events which took place during the day, Hull Trinity Festival and the Yum! Festival helped to attract people into the city centre to generate trade for the retail sector, hospitality outlets, car parks, transport providers and more.

Hull Street Food Nights was the logical next step and has proved a phenomenal success. Not only did this event provide a platform for established city centre businesses to develop a street food capability, there is evidence that traders who began as street traders have since progressed to open or take over city centre premises. They include Shoot the Bull (which now has three city centre venues), Furley & Co, Artemis Greek Taverna and Bond Street Restaurant & Bar, with each enhancing the city centre dining scene and creating new jobs.

The hospitality sector was arguably the hardest hit by the pandemic but HullBID was able to provide some relief with the launch of Dine Wednesdays, a scheme which enabled food and beverage outlets to set the discounts which suited their own business models. The feedback from participating venues has been extremely positive.

Now we are partnering with Visit Hull to produce a brochure showcasing all the food and beverage businesses in the city centre. The aim is to remind people of the quality and variety which available, and to build confidence levels to attract customers into the city centre. The brochure is just one in a series of collaborations between HullBID and Visit Hull which have enabled us to pool resources and maximise impact.

We also partnered with Visit Hull on the “We Know A Place” marketing campaign which used high quality images of events in Hull city centre to spread the word to people in major cities across the north of England. We are now in joint discussions about a project to use vacant units in the city centre as canvasses for a new campaign to remind people of our attractions and to create a brighter, more welcoming environment.

Additionally, our partnering with Hull City Council’s Major Projects Team along with city developers at the annual REVO exhibition 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.

Addendum:

- The Hull Culture and Place Strategic Advisory Group (CAPSAG) was established in 2017 to continue to build on the success of our year as City of Culture with a fundamental ‘what do we do next’ approach. HullBID was one of a number of contributing stakeholders.
- Our position on the Place Management Chairs Group, chaired by Mark Jones, Director of Regeneration and Development, provided a forum to take a collective review of how the city is performing and addressing future needs.

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HULLBID'S CORE OBJECTIVES

IMPROVING SAFETY AND SECURITY

Safety and security has always a high priority concern for HullBID, and over the years we have strengthened our partnerships to support crime prevention and give greater protection to city centre businesses, their staff and customers.

Our two roving BID Support Officers have proved essential and businesses have become almost reliant on this provision when policing shift patterns or higher priority issues create a scenario where there are no police officers available. However, their work is not just limited to patrolling the BID, they also chair and host the monthly Retail Security Forum Meeting which brings together security teams from shopping centres, the Interchange, the larger stores and the police. As a key security partner in the city, the BID Officers take a shared responsibility to occupy the mobile pod currently sited on Jameson Street.

One of the key tools in the fight against crime is the HullBID radio system, which provides more than 225 handsets to link businesses directly with Humberside Police, Civic 1 and the HullBID Support Officers. The figures below indicate, within a typical year, the direct successes achieved in tackling ASB and low-level crime. * Figures provided by Hull City Council Civic. These include police logs numbers, incident prefix, incident suffix, 1st location

- 3887 logs
- 797 arrests of which 390 would not have happened without CCTV/BID partnership
- 125 section 35's issued, of which 70 would not have happened without CCTV/BID
- 1558 other incidents of which 821 would not have happened without CCTV/BID. Note 'other' is anything with some kind of i.e. medical emergency, missing person
- 590 reviews (those undertaken by the operator, during or not long after the log)
- 457 copies (those undertaken by the operator, during or not long after the log, in the main for download of a short few second clips, snap shots etc)

During the last 18 months our services have been enhanced by the new DISC system, funded by the office of the Police and Crime Commissioner and operated by the new Hull City Centre Security Partnership, an alliance which includes HullBID, Hull City Council, Humberside Police, the NHS, charities supporting the homeless and individual businesses.

DISC can be operated from a desktop computer or as an app from mobile devices. It is now used by more than 339 member businesses and has details of over 276 offenders listed. The system enables businesses to log information about crime and offenders quickly, and to share the intelligence with other members. It can be used to monitor developing situations and to identify regular offenders, assisting with the management of exclusion schemes and updating members with images, news and alerts.

One example of DISC's effectiveness was the arrest and prosecution of criminals who stole property worth £3,000 from a city centre business after their pictures were displayed on DISC and a business owner later reported seeing them near his premises.

The combination of DISC, the work of HullBID Support Officers and the presence of the mobile pod funded by Safer Hull makes a significant contribution towards helping Humberside Police tackle crime in the city centre.

*How we will enhance our services:

1. We will introduce an Evening Economy Support Officer to work the busy weekends whose role will primarily be to liaise with licensees and managers of our pubs, bars and restaurants. Often the best intelligence is provided by door staff therefore a close rapport will be developed. The Evening Economy Officer will liaise with the council-funded Street Marshalls*, Hull Street Angels and other charities committed to ensuring the safety of people in the city centre * Subject to their continuation

2. A HullBID Support Officer will be assigned to work on a Saturday providing greater security support. the Officer will provide further support to retailers who may be experiencing anti-social behaviour.
3. We will survey all night time economy business owners and managers to ascertain which personnel require a BID-funded personal panic alarm, providing those staff leaving work with added protection in the late/early morning hours.
4. We will create opportunities and encourage businesses to attend safety and security courses provided by partners

IMPROVING CLEANLINESS AND MAINTENANCE

Even when businesses were closed during lockdown HullBID managed its resources carefully to ensure we were able to provide a cleaning and maintenance service in support of our work on safety and security.

We balanced our use of the furlough system to control costs and to make sure we had people in place to keep on top of the perennial problems of graffiti and other mess around the city centre.

HullBID's Maintenance and Cleaning Operative Martin Foster on average deals with over 1,500 cleaning jobs, many of them particularly unpleasant. Martin's role is to take on the tasks that are not part of Hull City Council's remit. The most obvious one is removal of graffiti, which is now rarely seen in the city centre, but there are other menaces hidden in the alleys, alcoves and doorways around the city centre.

Martin is hard at work early in the morning, long before most businesses have opened their doors for the day. He patrols the city centre, cleaning up the mess left by unwelcome overnight visitors and even collecting discarded needles for safe disposal.

A feature of the last year has been the additional support for city centre businesses as they have prepared to reopen after the series of lockdowns. Martin has been busy jet washing shop fronts and outdoor seating areas ready for returning shoppers and revellers.

Martin often works in partnership with the HullBID Support Officers, and there are numerous glowing testimonials from businesses to demonstrate how the three of them played a key role in sprucing up premises.

*How we will enhance our services:

1. We will embark on a programme of window-cleaning and tidying up empty units (including a sweep down of doorways) that have become grime-ridden and unsightly.
2. We will improve and update our equipment to ensure any jet-spraying work is carried out in the minimum of time, reducing water pooling and disruptive noise.
3. In conjunction with city businesses, we will agree a schedule where our operative will touch up paintwork to tidy premises that are looking tired.

IMPROVING COMMUNICATION

Awareness of HullBID's vital role as a conduit increased dramatically when the pandemic hit and businesses suddenly found themselves faced with myriad issues.

From the outset, many business owners had questions about rates relief on their premises. That was quickly followed by requests for guidance about the grants and loans available as the government announced support packages aimed at keeping businesses alive even when they were unable to trade.

When the various sectors were able to return to work the questions were about how to do that in a way which would ensure the safety of colleagues and customers. What restrictions were in place? How long for?

HullBID's role was pivotal, liaising with Hull City Council, the Local Enterprise Partnership and other organisations almost daily. We helped the businesses themselves spread the word about what they were doing – how hospitality venues were reinventing themselves as take-away food outlets, and how professional services firms could help with guidance on furlough and other essentials.

Routinely we communicate between our business members and such bodies as Humberside Police. Our Business Liaison Officer is supported by our wider team in finding out what matters to businesses, giving them a voice and letting them know about events which might present opportunities such as large public gatherings, or create disruption, for instance when there are road closures. A good example is the enabling works for Murdoch's Connection. We brought in experts from Highways England to give first-hand updates at our regular networking events.

We build those important relationships because we know how difficult and time-consuming it would be for our members to find a way through the maze. Many members have told us they don't know how they would have coped without the support of HullBID, not only during the pandemic but also with the day-to-day demands of running a business.

*How we will grow our partnerships:

1. We will work in partnership with Humberside Police to introduce LSAVI (Licensing Security and Vulnerability Initiative) that will support vulnerable people under the influence of alcohol. LSAVI is a confidential self-assessment tool designed to help the premises licence holders and managers of licensed premises to provide a safe and secure environment, not just for their own staff but also for customers and their communities. It provides personalised advice and recommendations, many of which help assist with working more closely with the responsible authorities and to comply with the licensing act.
2. We will partner with the Hull Young Professionals network who are geared up to enable the city's young professionals to network in a social environment. HullBID is positioned perfectly to negotiate reduced fees at a multitude of venues, and will help fund and coordinate an annual calendar of events and activities that will benefit those hosting venues financially. Ideas include Hot Yoga classes, Escape Room evenings, food and drink gatherings, evenings at the cinema etc. HullBID will look to extend the current membership by connecting in with those young professionals based within BID businesses (no fee will be payable).
3. HullBID's popular network events will step up, bringing increased opportunities for businesses to integrate in both formal and informal environments.
4. Our efforts to engage with local and regional media will increase to create more opportunities to promote Hull, specifically sharing news of new businesses coming into the city centre.

IMPROVING BUSINESS

HullBID's vibrant programme of events has been credited with increasing footfall in the city centre and inspiring businesses, individually and collectively, to organise their own activities which BID promotes locally and much further afield through its partnerships – notably with Visit Hull – and its communication channels.

Historically HullBID has devised and delivered major events from Half Past the Weekend to the Yum! Festival of Food and Drink and the Trinity Music Festival, and we raised the bar again with the phenomenal success of Hull Street Food Nights.

In addition, HullBID has worked with businesses from the day time and evening economies to maximise their benefits from the main city centre festival programme including Freedom Festival, Humber Street Sesh and Pride in Hull as well as outdoor markets in Trinity Square. There is evidence of businesses launching and then expanding permanent ventures in the city centre having started out as street food traders.

When the pandemic struck, HullBID responded with a series of innovative, safety-first events. Dine Wednesdays earned acclaim from the hospitality sector as it encouraged people to head into the city centre to support the pubs, cafes, restaurants and hotels and we will soon follow that initiative with the publication of a brochure showcasing all the established food and beverage venues, and the new ones which have emerged.

HullBID also supported businesses in a variety of sectors by bringing in the Monster Hero trails which provided safe, fun activities for families and covered all areas of the city centre.

*How we will add value.

- 1 We will look to introduce and fund a new 'Summer in the City' programme of roving street entertainment in the summer months to appeal to a family audience. Busy footfall areas will be selected to show some of the best street entertainers in the business, providing a sense of fun and vibrancy. A combination of safe and clean streets, combined with live performances will enhance the visitor experience and attract footfall.
- 2 We will seek to introduce a new initiative to cover empty retail units. Aiming for 10 units initially, with rolling target of one further unit per month, we will collaborate with an arts organisation or marketing agency to develop a common artistic theme that represents the city, but importantly provides a backdrop that will encourage visitors and increase footfall.
- 3 We will aim to work with licensees in and around Trinity square to create 'Trinity Fest Rebooted' within their premises. A condensed version of Hull Trinity Festival... it will feature live music but on a smaller scale, reflecting Hull's diverse music scene.

*Note, these are indicative proposals for the initial first year of the business plan. We will take a fluid approach to what is introduced across the 5 year term, according to the needs of the businesses and evolving city centre factors.

INDICATIVE BUDGET SUMMARY

HullBID is committed to funding programmes and initiatives that support our member businesses. Our pro-activeness in introducing business boosting ideas enables us to develop activities that are generally reflective of current trends, of what is happening in the city centre and the wider region. As an organisation we are also approached by suppliers and agencies with fresh ideas of how to achieve this, and because of our organisational expertise and independent income, we can make decisions fast. We will take a fluid approach as we progress through each year, particularly with events and festival. The indicative budget below therefore reflects the first of our five year term as accurately as possible and includes the additional ballot-related costs. As we are constantly sourcing external funding from public bodies and the private sector, our income may be boosted at any given time. Note: The blue highlighted areas are static costs. All the costs marked with an asterisk will be, or are anticipated to be joint-funded or in-kind funded.

	YEAR 1 2021/2022
INCOME	
1% levy income	340,000
External funding / sponsorship	68,000
Total	408,000
EXPENDITURE PER ANNUM	
SAFETY & SECURITY	
• Hull BID Support Officers	46,500
• Radio System - consumables	1,500
• DISC*	900
FOOTFALL COUNTERS	
• Footfall Cameras and analysis (Springboard)	19,000
CLEANING & MAINTENANCE	
• Cleaning operative	17,000
• Cleaning equipment and consumables	1,500
EVENTS & MARKETING	
• Yum! Food Festival*	28,000
• Street Theatre*	12,000
• Empty Units coverage*	15,000
• HullBID Awards*	15,000
• Christmas installations*	10,000
• Trinity Fest Rebooted	8,000
• Events Project Management	26,225
• Events Insurance	2,000
• Public Relations Agent Support	8,000
• Equipment (gazebos) and Repair	1,400
PARTNERSHIPS	
• Hull Young Professionals*	4,000
• BID Members Network Events*	2,500
ADMINISTRATION	
• BID Staffing	75,000
• Chamber Management Costs and Rent	41,000
• Sundry Costs (inc. professional fees)	5,000
• Hull CC Levy Collection Fee	29,500
BALLOT	
• Prospectus – design and print	5,000
• Pre-ballot Campaign Dinner*	2,000
• ICT Upgrade (Civica)	3,000
CONTINGENCY	29,475
TOTAL	408,000

IN THE EVENT OF A 'NO VOTE' WHAT HAPPENS NEXT

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 roving BID Support Officers would cease once contracts are terminated but 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.

HullBID will be responsible for covering any associated costs payable to Hull City Council for holding the ballot, including officer time, postage costs and notices posted within the Hull Daily Mail.

Once 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 we anticipate this will be administrated by Civica for which a fee may be payable.

ENDS

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.