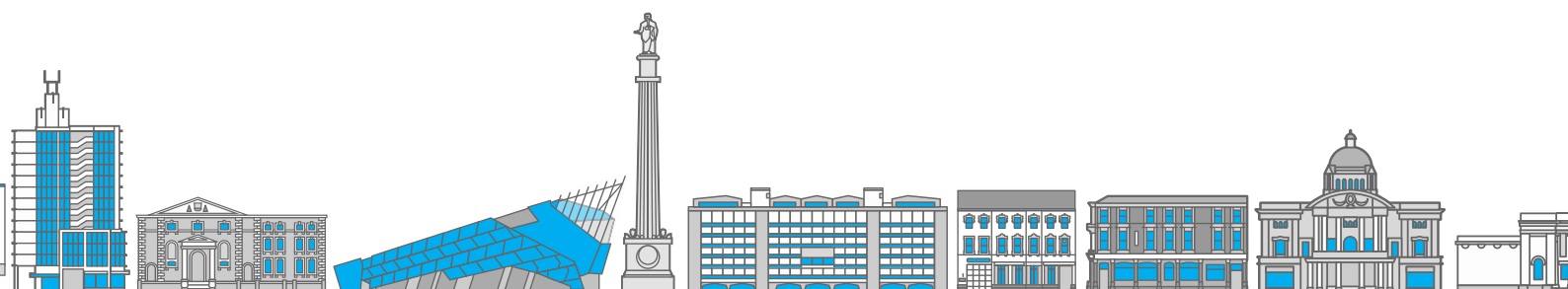
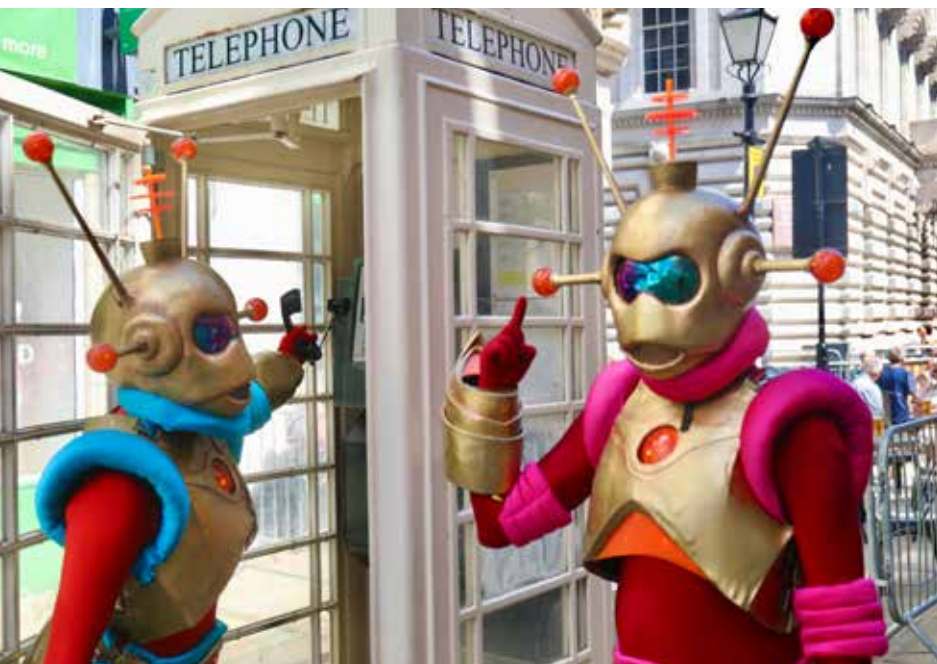


VOTE YES!

TO KEEP HULLBID AS A VITAL ASSET FOR YOUR BUSINESS

HullBID

For a positively thriving city.



✓ VOTE YES FOR A POSITIVE CONSTANT

HullBID first came into the heart of our city centre business community in 2006 – one of the first Business Improvement Districts in the country. I joined the board in 2009 and became chairman in 2015. As per the BID's charter it is time again, in September, for us businesses to vote to keep this key organisation as an integral part of our city centre community for another five year term. I know from speaking to colleagues across the city, and drawing on my own experiences of 12 years trading and working here, how we have seen massive change; remember the highs of 2017 and City of Culture to the more recent challenges of the pandemic.

The positive constant to help us through all of those times was HullBID.

The BID and its great staff is the key organisation that provides the 'glue' and communication channels that keep us all connected and informed. Independent of the city council and yet joined up with all the key decision makers across our great city, the BID remains THE business organisation solely here to link and promote ALL aspects of Hull city centre. Kathryn and her dedicated team have helped all of us in different ways over the years – maybe tackling a nasty cleaning issue or putting on key events to raise footfall. The BID is there for us all 24/7. So please look out for your voting papers over the next couple of weeks and take a positive step to keep HullBID for the next five years. We need your support to ensure the BID is here to help us all through the huge challenges ahead and proactively keep our city centre at the heart of the local region.

Jim Harris, Centre Manager at St Stephen's and Chair of the HullBID Board is the proposer of a town/city BID



FOCUSED ON BUSINESS

2020 and early 2021 were the most tumultuous times many businesses had ever experienced as the Covid-19 pandemic took a grip and businesses were forced to rethink their operations. We were acutely aware of the financial demands it placed on our members, so it was important to show understanding by offering a 25 per cent levy discount.

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, we continually address what really matters to city businesses and it is clear the focus should be maintained on making the city safer, cleaner, vibrant and cohesive.

Our direct contacts with key decision-makers at Hull City Council, Humberside Police and other bodies – organisations that trust us and invest in us – help us 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 to champion our members.

We are privileged to be funded by businesses but we work hard to draw in additional income and make our money go further. We have exciting plans ahead of us including new programmes of street performances, printed literature, and a plan to animate empty units, whilst resuming our popular festivals and networking events. Lots to look forward to, so please 'Vote Yes' to ensure a brighter future for Hull city centre.

Kathryn Shillito, HullBID Executive Director.



“HullBID are always there on the end of the phone or email to help. Kathryn and the team do a fantastic job of keeping the local business community connected. They also work incredibly hard to ensure the city centre is safe, clean and welcoming, with a lively events programme which supports the local economy and benefits businesses by attracting visitors from near and far.

Katy Duke, CEO, The Deep.



✓ VOTE YES TO BUILD ON OUR SUCCESS SO FAR

HullBID has been working hard for businesses in Hull city centre since 2006. It is not led by the local authority and 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 operates independently with its own team. HullBID represents the interests of 840 businesses and organisations across 1126 hereditaments* making us one of the largest BIDs in the UK; note the average BID has between 300-400 hereditaments.

*A hereditament is a premise subject to business rates



SHARING SUCCESS AT THE HULLBID BUSINESS AWARDS

OUR VISION

'A VIBRANT CITY OF THRIVING BUSINESSES'

This is what we are determined to achieve when we turn up to work. We are a small team covering a variety of roles, but for each of us this is our end goal.

We know we play a part in achieving this, but we recognise we can't do it on our own. We need to work in partnership with other city stakeholder groups and, above all, with the business community which holds the majority of seats on the BID board.

Our strategy reflects this awareness.

OUR VALUES

Our values provide a model for how we need to operate. We live these values every day 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 Security, Improving Cleanliness, Improving Communication, Improving Business.

Our activities reflect the important role we play to improve the working 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.

This brochure sets out what we have achieved, our aims for the next five years, and a guide to our success as measured by the businesses we serve.



We're often calling **HullBID** for help – if they can't sort the issue they usually know someone who can. Their **fantastic** service continued throughout lockdown and it was great to see them **supporting** local businesses with their **#HullTogether** campaign, free Covid signage and **regular updates** about **Government support initiatives**.

Andy Steele, Owner, 360 Accountants.



HullBID BY NUMBERS

For the equivalent of just one per cent of the rateable value of your business premises HullBID has delivered an impressive return on investment to our membership of 840 businesses and organisations.

Here are some of the headline numbers, with more detail on the following pages.

STATS FOR THE LAST 5 YEARS...

Established 2006; first BID in Yorkshire

3 times bigger than average BID by properties

80% majority vote in 2016

Over 225 BID radios distributed

Over 300 people signed up to DISC

Over 5,000 cleaning tasks completed

Over £1/4 million additional income

Over 90,000 visitors to Hull Street Food Nights

Over 75,000 visitors to Yum! Food Festival

Nearly 40,000 following our social media

Over 20,000 miles walked by Support Officers

Over 1,000 hours of free Board Director support

ALIENS ON THE STREETS OF HULL AS PART OF HULLBID'S SUMMER IN THE CITY SERIES OF FAMILY EVENTS

I am a big supporter of HullBID because they really do their best for the city. The staff patrolling the streets are so friendly. We know them by name and it's so comforting to see them. When the lockdown came, HullBID did a great job of collating the

information and getting it out to businesses. We were able to access it just by clicking a link and that was extremely helpful.

Priyanka Perera, Managing Director, B Cooke & Son Ltd.



People might not think we need an organisation like HullBID, but we do. They bring a lot to the city centre. People know they are in a safe environment when they see the Support Officers walking round and that matters a lot. The events and activities add to the city centre feeling a better place and overall HullBID helps us pack a big punch by working together.

Robert Jackson, Licensee, The Crown & Cushion.

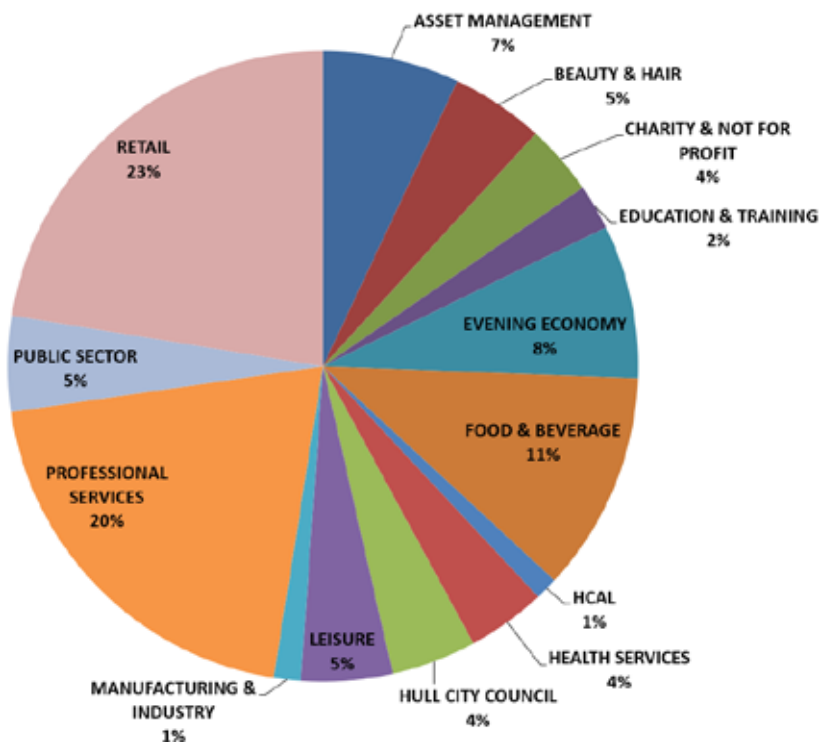


HullBID provides support to businesses across the board from jet-washing and ad hoc painting work to regular visits to check everything is OK and a listening ear and essential portal for businesses to tap into. Kathryn and her team are always very approachable – a friendly group of people who are doing tremendous work to promote the development and security of the city centre. They are a great asset to the city and the support they offer is tangible, pragmatic and productive.

Richard Henderson, Manager, Queens House.

HULLBID BUSINESS SECTORS

The pie chart below reveals a diverse city centre business community with retail, professional services and food and beverage all prominent but also a great mix of other sectors – and HullBID is here to work with all of them.



For developers like ourselves and our tenants across all sectors to have the support of HullBID is more important than ever. As businesses re-open it's vital that our city feels safe, clean and an exciting place to work and live. HullBID gives businesses the opportunity to voice and implement changes and improvements which would otherwise go unnoticed. These actions play a big part in retaining existing businesses and residents, and attracting new ones. The support HullBID offers Humberside Police and the Street Angels is vital for the city's security and evening economy.

Andrew Allenby, Managing Director, Allenby Commercial.

We didn't know much about HullBID when we started because we're a bit tucked away in the corner but they introduced themselves and they've been extremely helpful. When the challenge of Covid hit us we received a stream of information from HullBID and they helped us identify what was relevant to our business.

Lee North, Manager, Hustlers Pool Hall.



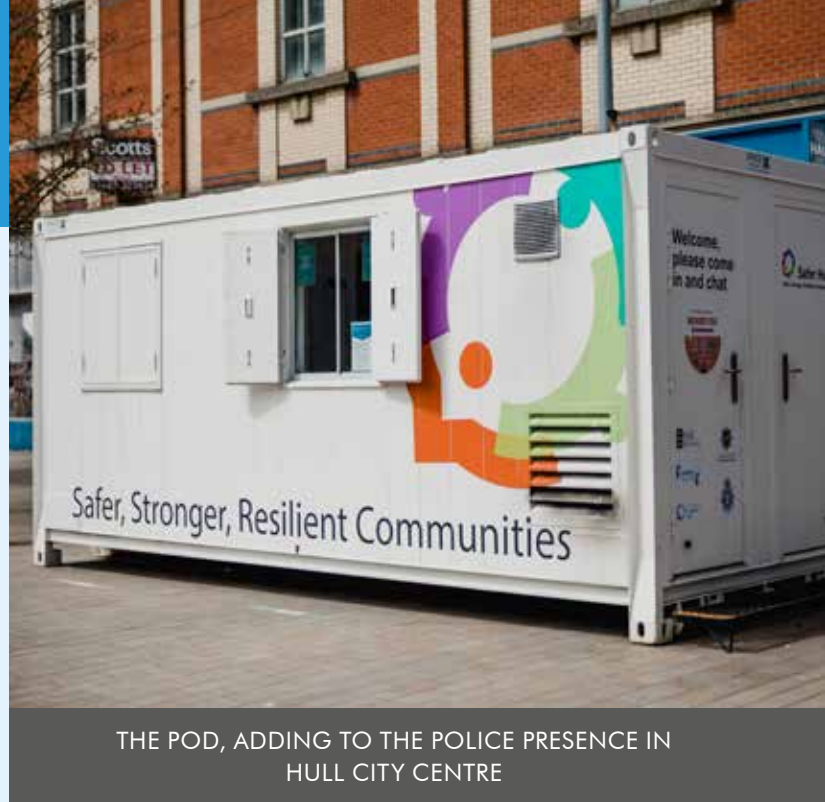
IMPROVING SECURITY

One of HullBID's most important partnerships is with Humberside Police and the Police and Crime Commissioner and, over the years, we have strengthened that link to support crime prevention and give greater protection to city centre businesses, their staff and customers.

Our two roving BID Support Officers play an essential part, and businesses have become almost reliant on this provision when policing shift patterns or higher priority issues create a scenario where police officers may not be available. In addition to patrolling the BID area, 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 Support Officers take a shared responsibility to occupy the mobile pod at its various city centre locations.

Since late 2019 our services have been enhanced by the new DISC crime recording 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 300 member businesses and has details of over 300 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,



THE POD, ADDING TO THE POLICE PRESENCE IN HULL CITY CENTRE

assisting with the management of exclusion schemes and updating members with images, news and alerts.

Our commitment to future improvements to safety and security in the city centre includes the introduction of evening economy liaison meetings and Saturday daytime working by the HullBID Support Officers*.

We will also survey all night time economy business owners and managers to ascertain which personnel require a BID-funded personal panic alarm, and we will create opportunities and encourage businesses to attend safety and security courses provided by partners.

*Min of 2 nights per month and 3 Saturdays per month respectively.



HullBID are a great team, very helpful and supportive to local businesses with the work they do and as customers. They've helped out us and our neighbours many times by clearing graffiti and other mess in the nearby alley. They also help to promote confidence in safety and security with crime prevention work which includes regular patrols of the city centre and extensive use of radios and CCTV.

Rich Hewick, Director, Stuf.



I have always been of the view that if you are in control of your city centre the rest of the city becomes easier to manage. HullBID is a strong, powerful community that can exert influence and pressure. By bringing together the businesses, our officers, the local authority and other agencies we can present a united front to tackle crime and anti-social behaviour, and the DISC scheme is proof of that.

Darren Downs, Assistant Chief Constable, Humberside Police.





HullBID have been absolutely brilliant with me. They provided us with the radio and CCTV systems and they were really supportive when we were burgled. The police pod has been a good addition to the city centre, the meetings are very informative and it's always good to see the Support Officers calling in to say hello and looking after us.

Debbie Hill, Owner, Coffee 31



HULLBID SENIOR SUPPORT OFFICER MARK ANDREWS (LEFT) AND SUPPORT OFFICER RAICH ORR

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 opposite indicate, within a typical year, the direct successes achieved in tackling anti-social behaviour and low-level crime.

*Figures provided by Hull City Council Civic. More than half of arrests, section 35s or 'other' incidents were a result of partnership working between Civic and HullBID.

3887

LOGS

of incidents.

797

ARRESTS

made by police.

125

SECTION 35

anti-social behaviour orders issued.

1558

OTHER INCIDENTS

such as medical emergency or missing person.

590

REVIEWS OF CCTV

for evidence, intelligence and advice to officers at the scene.

457

COPIES

of stills and/or moving images as evidence.



From our Emmaus Emporium on Whitefriargate – a treasure trove of trinkets and vintage furniture – to our Rough Sleeper Outreach teams who walk miles a day supporting those sleeping rough and offering crisis support and advice, HullBID really have embraced our role and helped us develop stronger links with businesses and effectively support those most vulnerable in our city. We really are committed to helping enterprises like our own thrive in our city centre. Let's support one another to build a city we are proud to call home.

Kelly Finnis, Director, Emmaus in Hull.



The **HullBID** radio system has been very **useful** and helps us maintain **security** around the marina for our boat owners and visitors at a time when the opening of Murdoch's Connection is bringing more people to the area. **HullBID** also power-washed the area outside the main office for us and they help with their **connections** and hands-on **experience** of dealing with partners in the city centre, something that will **benefit** us in the future.

Graham Richardson, Waterside Manager, Aquavista.



IMPROVING CLEANLINESS

Even when businesses were closed during lockdown, HullBID managed its resources carefully to ensure we were able to provide a cleaning and maintenance service throughout the city centre.

On average, HullBID's Cleaning and Maintenance Operative, Martin Foster, deals with over 1,500 cleaning jobs every year, many of them particularly unpleasant. His 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.



MARTIN FOSTER, WORKING TO KEEP THE CITY CENTRE CLEAN AND FREE OF GRAFFITI



Rollits is celebrating its 180th anniversary this year and, having been based in the Old Town throughout, we are acutely aware that the area needs looking after now more than ever. We see HullBID playing a vital role in that, promoting respect for the city's heritage by keeping the streets clean and tidy and the buildings free of graffiti. HullBID's security support is even more important, helping to keep workers, residents and visitors safe in our city centre.

Pat Coyle, Client Relations Director, Rollits LLP.



We made a big investment in refurbishing the inside of the pub and creating more outdoor seating ready to re-open after the latest lockdown and HullBID was a great help with the jet-washing. When the work was completed and we were ready to open, HullBID also helped with publicity and the results were way beyond our expectations with a lot of media coverage and a great response on social media.

Sean Curtis, Manager, Punch Hotel.





ON AVERAGE, HULLBID'S CLEANING OPERATIVE DEALS WITH OVER 1,500 CLEANING TASKS EVERY YEAR



The value of HullBID was highlighted when we were involved with Visit Hull in a two-day event at the DoubleTree by Hilton. The aim was to promote tourism in Hull and encourage visitors, showcasing the city centre attractions. The delegates, all coach operators, were suitably impressed by what was on offer in Hull and by the clean streets and general appearance of the city, which was as a result of the hard work of HullBID.

Paul Acklam, Managing Director, Acklams Coaches Ltd.

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

HullBID's plans to enhance the cleaning and maintenance service include improving and updating our equipment to ensure any jet-spraying

work is carried out in the minimum of time, reducing water pooling and disruptive noise.

We will also consult with city centre businesses to agree a schedule for Martin to touch up paintwork and tidy premises that are looking tired, and 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.



We were originally very sceptical about HullBID, believing that it was only centred around the needs of retail and recreational businesses. However, from first-hand experience, we now realise that HullBID is about far more than that and have been most grateful for the work HullBID has carried out to support Whitakers. Thanks to BID's efforts, the area around us is always shipshape and a place that we can be proud of. We are delighted to give our wholehearted support to the continuation of HullBID.

Mark Whitaker, Managing Director, John H. Whitaker (Tankers) Ltd.

We took on a building which has a lot of history and character and we're proud of how we've restored it. We're also grateful to HullBID for doing a great job to help us to look after it. We get a few problems with damage, but HullBID always respond immediately to resolve it and that's important for the people who work here, for our clients and other visitors.

Ben Pepperell, Chief Executive Officer, Pepperells.



IMPROVING COMMUNICATION

Awareness of HullBID's vital role as a conduit became even more important when the pandemic hit.

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.



HULLBID EXECUTIVE DIRECTOR KATHRYN SHILLITO AND DARREN DOWNS, ASSISTANT CHIEF CONSTABLE, HUMBERSIDE POLICE



We've been fortunate to be able to go to HullBID when we've needed advice or support on central area matters and they have always responded helpfully and professionally. We've also benefited from their networking events, keeping us updated on business topics and providing useful contacts. In my view, Hull has one of the most attractive and interesting city centres in the UK and HullBID are a force for good in ensuring that it thrives.

John Smith, Chief Executive, HEY Credit Union.



Hull's Heritage Open Days festival is an annual European and national celebration of our heritage buildings, companies, people, and events. Our city is well known nationally for staging one of the biggest HODS programmes in the country and HullBID is a key partner. HullBID helps us promote the city to residents and visitors and supports the publication of the 100-page glossy HODS Brochure, 10,000 copies of which are distributed free of charge, throughout Hull and the East Riding.

John Netherwood, Heritage Open Days Organiser for Hull and Beverley.





HullBID is a vital partner in helping to create a safer city centre and has a strong track record of working with the various agencies to tackle the issues that matter most to its members. The Hull City Centre Security Partnership DISC system, introduced with funding from the Office of the Police and Crime Commissioner, is one example of the benefits which have been achieved. The system has empowered businesses and authorities to share information more effectively, helped bring to justice offenders responsible for anti-social behaviour and crime, and supported the prevention of criminality.

Jonathan Evison, Humberside Police & Crime Commissioner.

Routinely, we communicate between our members in a number of ways and share their concerns with public bodies. 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 – or create disruption.

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.

Among our aims during the next term is to work with Humberside Police to introduce a Licensing Security and Vulnerability Initiative which will support vulnerable people under the influence of alcohol.



GUESTS AT THE HULLBID INSPIRING WOMEN DINNER, A HIGHLIGHT OF HUMBER BUSINESS WEEK

We will also provide increased opportunities for businesses to integrate in both formal and informal environments and we will intensify our efforts to engage with local and regional media to create more opportunities to promote Hull, specifically sharing news of new businesses coming into the city centre.



I have been presenting information on the A63 schemes via HullBID for several years now. It is a fantastic forum to get messages out there to key stakeholders and the business community on the strategic aims Highways England have for this route and keep everybody up to date with progress. I hope to continue attending as we edge closer to completion and you will all see the benefits Murdoch's Connection and the A63 Castle Street improvements make to the city.

James Leeming, Senior Project Manager, Highways England.

When the pandemic struck it was **HullBID** who used their contacts to help us cut the red tape around NHS procurement rules and provide our services to keep front-line medical staff safe. We ended up making more than 3,000 pieces of PPE and without HullBID that would never have happened. They are also fantastic at the day job of looking after the needs of businesses in the city centre.

Gill Long, Owner, Cock of the Walk Bespoke Tailors.



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 we promote locally and much further afield through our partnerships and communication channels.

Historically, HullBID has devised and delivered major events year-round, from Hull Fashion Week to the Yum! Festival of Food and Drink, Trinity Music Festival and various Christmas attractions, 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 Hull Street Food Nights traders.



THE GINGERBREAD HOUSE, ADDING TO THE FAMILY FUN OF CHRISTMAS IN HULL CITY CENTRE



The last year has been a huge challenge for the hospitality sector but we've had a lot of support from HullBID and that's continuing. Dine Wednesdays came at just the right time and was very successful for us, and the Monster trails were another great idea. Now we're looking forward to the benefits from the new food and beverage brochure, which will do more to raise awareness and get people out and about.

Andy Chase, General Manager, Bert's Pizza & Gelato.



The HullBID social media channels are of immense benefit to Sharps Bedrooms & Home Living. City Centred provides a great platform that enables us to reach a far wider audience within our local community. For us at Sharps, HullBID is all about bringing the local community together with the town trails and bringing different businesses together whilst moving in the same direction in sharing ideas and events to create a city we can all be proud of.

Sarah Everett, Showroom Manager, Sharps Bedrooms & Home Living.





“ We now have three restaurants in the city centre and were involved in Hull Street Food Nights from the start. These and other initiatives have really helped to boost business and brought people into the city centre. HullBID also focuses on giving a boost when it is needed, increasing trade on quieter days. Our sector has been massively hit by the lockdowns but HullBID helped out with Dine Wednesdays, encouraging people to come out again. They have always shown a strong interest in the evening economy. ”

Chris Harrison, Chief Executive Officer, Shoot the Bull.

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 followed that with the publication of a brochure showcasing all the food and beverage venues. After consultation with member businesses, we will also be bringing out a similar brochure to promote all independent retailers in the city centre.

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.

It is a sign of success when city centre businesses develop the confidence to take up initiatives launched by HullBID and take them forward as independent projects, as has happened with Hull Street Food Nights and the new Kitsch Market, bringing unique stalls and entertainment to Trinity Square. The challenge for HullBID is to come up with new ideas, and we are rising to that with a ‘Summer in the City’ programme of roving street entertainment to appeal to a family audience.



THE KITSCH MARKET WITH UNIQUE STALLS AND LIVE MUSIC IN TRINITY SQUARE

In partnership with Hull City Council, we will introduce a programme to dress empty retail units to add colour, vibrancy and interest, improving the street scene.

Our ambition is to work with licensees in and around Trinity Square to create ‘Trinity Fest Rebooted’ within their premises, featuring live music but on a smaller scale and reflecting Hull’s diverse music scene.



“ HullBID are an important and essential part of ensuring Hull city centre is a safe and welcoming place to live, work and play. They have been invaluable in keeping city spaces clean and inviting – regularly coming to the theatre’s aid in removing graffiti and on hand immediately should we need support in a challenging situation affecting the public spaces surrounding our building. ”

Janthi Mills-Ward, Executive Director and Joint CEO, Hull Truck Theatre.

“ We see HullBID doing a lot of work to keep the city centre clean but the main thing that benefits us directly is the events programme which attracts people into the city. We particularly like the evening events including Hull Street Food Nights and Dine Wednesdays because it gives us somewhere to go with friends after work. ”

Joe Cox, Director, Form.



PLACEMAKING



HULLBID JOINS KEY PARTNERS HULL CITY COUNCIL, WYKELAND AND PRINCES QUAY PROMOTING THE CITY AT REVO, THE MAJOR PROPERTY CONFERENCE AND EXHIBITION

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.

We can also look forward to the transformational Hull: Yorkshire's Maritime City project, further high-quality development at Albion Square and a first class service to bring visitors into the city via Hull Trains with their new, and so far under-used, £60m fleet.

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.

We know a place... where businesses, the local authority and other stakeholders collaborate to develop and deliver an approach to placemaking which inspires pride among local residents and curiosity among visitors.

Our activities and partnerships are part of a strategy which is 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.

We are acutely aware of how big retail is diminishing and the future must be about encouraging independent retail and providing essential support to small, local, independent businesses. We see the shift in property use from office to residential and we work closely with the developers behind the major schemes, such as the Glass House, which are changing our cityscape.

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.



Ever since the start of our journey in mid-2018 HullBID and Kathryn have been instrumental in providing confidence to the owner and occupiers of HoH, Artisan Food Hall and Res Q. HullBID's continuing support and advice have played a part in ensuring the multi-million pound redevelopment of HoH took place and attracted key occupiers, leading directly to the creation of hundreds of jobs. In particular, the fantastic 2020 HullBID awards were a wonderful showcase of the best Hull has to offer and assisted in cementing this significant private inward investment into the regeneration of Hull city centre.

Eann Rowan Smith, CEO Oyster Capital Ltd & Artisan Food Halls.

HULLBID LEVY AND GOVERNANCE

HullBID is an independent company limited by guarantee. The organisation 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 in June, with relevant notices thereafter.

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 will not be charged the BID levy, however those small businesses can become voluntary members at a cost of £50 per annum.

HullBID must provide levy-paying businesses with a written, annual 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.

Whilst our counterparts in Leeds and other big cities attain a substantial levy income through factors such as higher rateable values or a higher levy percentage, we perform our role with comparatively much less. This is down to our success in attaining additional funds from sponsorship, loans of equipment and stallholder income, which brings in 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.

THE COSTS OF THE BID LEVY WOULD BE:

THE HULLBID BOARD

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 Dr Ian Kelly, CEO of Hull and Humber Chamber of Commerce as the accountable body for HullBID.

There are 12 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 approval and attend an informal interview. The board of directors conducts an AGM in the month of January and 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 and added to the HullBID website.

The current directors, who give their time freely and are unremunerated:

- **Jim Harris**, Centre Manager, St Stephens (Non-Executive Chairman of the Board)
- **Dr 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 MBE**, 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

Rateable Value of Property	Annual 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
£50,000	£500	£9.62	£1.37
£100,000	£1,000	£19.23	£2.74
£250,000	£2,500	£48.08	£6.85

“The **responsiveness** of HullBID is one of its greatest attributes, whether this is keeping businesses **up to date** with information on grants and **business support** through the pandemic or getting to work to clean graffiti and other mess. It comes across very strongly that the **HullBID** team **care deeply** about the city centre and want to do all they can to support it. The events are also great for bringing people into the city centre and **encouraging** further spend in other businesses.

John Magee, Centre Manager, Princes Quay.



HULLBID FINANCES

HullBID is committed to funding programmes and initiatives that support our member businesses. The indicative budget reflects the first year 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 pale 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.



As a business which operates from the heart of Hull's city centre, Segal's Jewellers are so impressed with the HullBID team. Their presence on the streets of Hull is so valued and makes us all here feel safe. It's what we don't see, however, which is more important; keeping us informed as to what is happening within the city centre is so key, and they promote the city to 'out of towners'.

Jo Roos, Partner, Segal's Jewellers.

INDICATIVE BUDGET YEAR 1 2021/2022 (not exhaustive)

	Year 1 (2021/2022)
INCOME	
1% levy income	340,000
External funding / sponsorship	68,000
TOTAL	408,000
EXPENDITURE PER ANNUM	
SAFETY & SECURITY	
HullBID 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 repairs	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



Tradepark have created a multi-functional business centre at the K2 including a 12th floor cafe and sky garden, 50 individual offices for small companies, 56 apartments, 10 shops, a gym and hot yoga facility. K2 provides a fun place to work and play in the centre of the city and HullBID have been excellent in supporting us from boots on the ground in dealing with anti-social behaviour to high-end awards ceremonies and business networking opportunities.

Mark Butters, Director, K2 Bond Street.



HullBID's pro-activeness in introducing business boosting ideas enables us to develop activities that are generally reflective of current trends, of business needs and 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 festivals.



We need the support of HullBID more than ever to ensure there are events to bring people into the city, spend in our businesses (directly and indirectly) and build customer confidence. We have supported various HullBID networking events and it is always clear, from the turnout alone, that our businesses rely on HullBID as a central hub and point of contact for key messaging. HullBID offers an instrumental support network and is a huge asset to the city.

Marcin Jurczak, General Manager. Holiday Inn Hull Marina.



The only time we have used a HullBID service directly was when we had a graffiti problem. They sent someone round within half an hour to clean it up and they did a great job. Like other businesses we also benefit in many ways - information about roadworks on the A63 was invaluable in helping us organise visits to clients by our engineers and HullBID has kept businesses informed every step of the way about availability of grants and bounceback loans.

Di Garbera, Director, Golding Computer Services.



OUR BID AREA

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



Hull BID do a great job working with local businesses to keep the city centre safe and clean and their efforts have helped give us the confidence to invest in Whitefriargate, which we see as having a very bright future. We are delighted with the start we have made here. Footfall is increasing since we added the café and the performance space and there is growing interest in the nearby units from other businesses who see Whitefriargate coming back to life.

Danny Luscombe, Barista, Wrecking Ball Music & Books.



WHAT HAPPENS NEXT

The HullBID renewal ballot will take place between August and September this year. For a BID to be approved, the ballot must be secured on two counts:

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

The HullBID board has agreed that no adjustments will be made to the district boundary or the percentage of the levy, with both remaining the same for the next five-year term.

A 'YES' vote would see a new term commencing on 1 November 2021 and expiring on 31 October 2026. It would mean the continuation by HullBID of the services outlined in this brochure.

RENEWAL BALLOT ARRANGEMENTS

It is vital that you use your vote and that you vote in favour if you want Hull city centre to continue to improve.

Hull City Council as the ballot holder, will provide ballot packs with full details on how to complete the papers, how to return them, how to replace lost papers and how to appoint a proxy to vote on your behalf.

For information about the ballot process please contact Sara Laverack, email sara.laverack@hullcc.gov.uk

For information about HullBID please contact Kathryn Shillito on 01482 611889 or email Kathryn@hullbid.co.uk



BALLOT TIMETABLE

25 August

Deadline of despatch of ballot packs by Hull City Council

26 August to 23 September (5pm)

Returned ballot papers to Hull City Council

Up to 13 September (5pm)

Receipt of Proxy Nominations by Hull City Council

From 17 September

Requests for replacement of lost/non-received ballot papers

By 20 September

Re-issue of spoilt papers

23 September (5pm)

Close of ballot

24 September (am)

Ballot count

24 September (pm)

Announcement of ballot result

IF THE BALLOT IS UNSUCCESSFUL

There is no other organisation which has the capacity to deliver HullBID's programme of work. 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 on 1 November 2021.

Safer Hull would be invited to take responsibility for the continuation of the radio system and administration of the DISC crime-recording scheme would shift to Humberside Police.

The graffiti removal service and general cleaning and maintenance would cease immediately and the provision of the two HullBID Support Officers would cease no later than 1 December 2021. The remaining BID personnel would leave the business no later than 1 January 2022.

The Hull and Humber Chamber of Commerce as the accountable body would oversee this process. There would be no further networking events, street events or delivery of promotional initiatives for the city centre or for individual businesses.

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 administered by Civica for which a fee may be payable.

However, in 2016 HullBID secured a further term with an 80% majority by vote and an 80% majority by rateable value, with turnout at 45% which gives us a degree of confidence in 2021.

“ Ever since I was elected in 2017 as the MP for the constituency which covers Hull city centre I have made great efforts to build a strong relationship with its business community, to understand their needs and provide any support I can. In doing that I have found HullBID to be a great friend and partner and I have also seen first-hand the benefits they bring to their business members. It is significant that since HullBID was set up all the major cities in Yorkshire have created their own BIDs, so it is vital that we keep up the excellent work.

Emma Hardy, MP for Hull West and Hessle.



HullBID For a positively thriving city.

✓OTE YES

TO KEEP THE HULLBID TEAM WORKING HARD FOR YOU!



Kathryn Shillito
Executive Director



Mark Andrews
Senior Support Officer



Francesca Sharp
Business Liaison
Officer/PA



Raich Orr
Support Officer



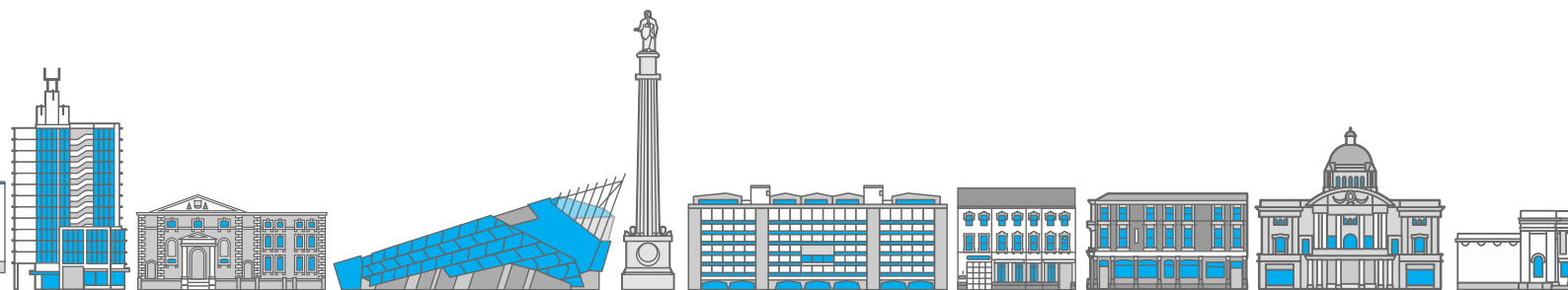
Catherine Goble
Marketing and Events
Co-ordinator



Martin Foster
Cleaning and
Maintenance Operative

Trinity House has worked very closely with HullBID for many years, presenting their major events in Zebedee's Yard and welcoming businesses to exclusive networking events within our historic property. We provide HullBID with storage for their extensive range of equipment, and we and our commercial tenants benefit from HullBID's support with security, cleaning and maintenance. All of this shows us first-hand the positive difference they are making to the city centre, and we appreciate it very much.

Capt John Robinson, Master Warden, Hull Trinity House.



Hull Business Improvement District
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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.