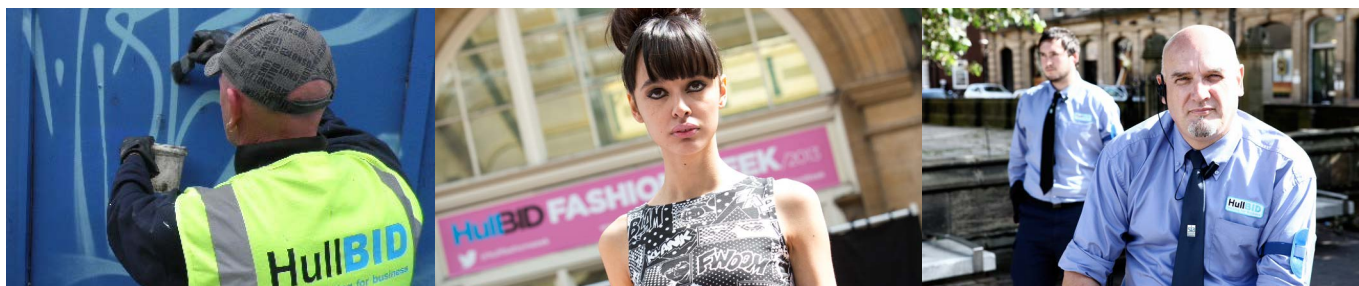


Financial Overview

2011 / 2012 YEAR

HullBID For a positively thriving city.



HullBID is working extremely hard to support over 750 plus member businesses. In 2011/2012, following in-depth consultation with over 20% of our members, we redefined our strategy to make sure we're on the right track taking us to the next ballot in 2016. As part of this process, we have a refreshed Board of Directors from a cross-section of public and private sectors who have been instrumental in driving change. Our focus will remain constant... our mission is to work in partnership with BID members listening and responding to their needs to create sustainable activity and initiatives that make the HullBID area a measurably better place to do business in.

2011/2012 saw HullBID carefully prioritise spending according to the needs of member businesses that pay the additional mandatory levy (which equates to 1% of the rateable value of a business premise). We have invested wisely and the following update demonstrates how funds have been apportioned in our last financial year, and provides some of our spending plans for the 2012/13 year.

Please note the HullBID financial year runs 1 October to 30 September. Although we are part way through this accounting year, legislation obliges us to provide a financial update at the point when levy invoices are dispatched

INCOME 2011/2012 YEAR (Oct-Sept)

| | |
|--|----------|
| ● Levy & net surplus (from 10/11 year) | £510,285 |
| ● Government CDF Fund | £44,085 |
| ● Support from member businesses | £9,572 |

TOTAL £563,942

EXPENDITURE 2011/2012 YEAR (Oct-Sept)

| | |
|---|----------|
| ● Safety and Security | £85,087 |
| ● CCTV and Radio Handsets | £43,880 |
| ● Events, Activities, Communications | £133,345 |
| ● Cleaning and Maintenance | £38,323 |
| ● Lighting (Christmas) | £4,495 |
| ● Evening Economy | £25,988 |
| ● Access, Signage, Footfall Counters | £27,135 |
| ● Payroll | £79,902 |
| ● Levy collection costs (Hull CC) | £31,499 |
| ● Professional fees and sundry costs | £7,629 |
| ● Office rent and admin support (Chamber) | £33,100 |

SUB-TOTAL £510,383

| | |
|---|---------|
| ● Net surplus carried forward to 2012/2013 year | £53,559 |
|---|---------|

TOTAL £563,942

ADDITIONAL FUNDS AND SUPPORT DRAWN IN BY HULLBID 2011/2012 YEAR

Through our associated activities we have secured funding and support (with a financial value) from key city stakeholders and private businesses. Some of our successes in the 11/12 year include:

- Christmas marketing campaign:
 - Free website production Eskimosoup £2,000
 - Sponsorship, St Stephens £5,000
- Hull Trinity Festival, sponsorship from Heineken £5,000
- Hull Trinity Festival and Half Past the Weekend events, contributory support from venues (value approx) £10,000
- Hull Ale Trail publication – 50% funded by VHEY £1,000
- City centre site charges waived for events (Hull CC) £2,500
- Member support towards HullBID Fashion Week and Yum! Food Festival (value approx) £1,000

*Not exhaustive

KEY ACHIEVEMENTS 2011/2012

SAFETY AND SECURITY

HullBID secured £40,000 of government funding to purchase and install 50 free CCTV camera systems into independent retail premises increasing city worker confidence and helping reduce retail crime.

Purple Flag status was secured following 18 months of work by HullBID and city stakeholders. Only one of 36 recipients in the UK, the city has been accredited as safe, clean and with a diverse range of entertainment on an evening.

Our support officers, the eyes and ears of Hull BID on the street, continue to support businesses with everyday security issues from moving on nuisance beggars to liaising with PCSO

MARKETING, EVENTS AND COMMUNICATIONS

HullBID Fashion Week and Yum! Festival of Food and Drink made a welcome return helping to increase footfall on average by around 30,000 visitors. Importantly these sustainable events enable BID members to participate and showcase their businesses.

MAINTENANCE AND CLEANING

Graffiti removal is a high priority with in excess of 500 'tags' being removed from premises. A comprehensive painting schedule has seen buildings smartened up. HullBID has jet-sprayed entire streets of the city removing gum and dirt... Silver Street, Trinity Square and South Street

EVENING ECONOMY

Hull Trinity Festival was our biggest and most successful festival to date with 16 old town licensed venues staging music in their premises whilst the Trinity Square outdoor stage hosted the finale of the busking competition. Quality live music enticed a wider audience to come into the city.

ACCESS AND SIGNAGE

HullBID continued to cover empty units with vibrant graphics. The old TJ Hughes building on Ferensway was transformed with images of iconic city centre buildings, improving the overall look of the street scene. We continued to work with our partners Cityscape Map Dispensers to ensure visitors had access to a highly informative and up-to-date 3D map.

BUDGET ALLOCATION SUMMARY 2012/2013

(Oct-Sept)

ANTICIPATED INCOME 2012/2013 YEAR

| | |
|--|-----------|
| ● Levy plus net surplus (from 11/12year) | £597,425* |
| ● Support from member businesses (approximate value) | £12,000 |

TOTAL £609,425

*Subject to debt from non-payment of levy

ANTICIPATED EXPENDITURE FOR 2012/2013 YEAR

| | |
|---|----------|
| ● Safety and Security | £81,000 |
| ● CCTV and Radio Handsets | £34,500 |
| ● Events, Activities, Communication | £184,200 |
| ● Cleaning and Maintenance | £35,000 |
| ● Lighting (Christmas) | £15,000 |
| ● Evening Economy | £30,000 |
| ● Access, Signage, Footfall Counters | £34,500 |
| ● Payroll | £70,229 |
| ● Levy collection costs (Hull CC) | £34,734 |
| ● Professional fees and sundry costs | £9,700 |
| ● Office rent and admin support (Chamber) | £33,500 |

SUB-TOTAL £562,363

| | |
|-----------------------------------|---------|
| ● Net surplus (contingency) | £47,062 |
|-----------------------------------|---------|

TOTAL £609,425

PLANNED AND ANTICIPATED SPEND 2012/2013 YEAR.

With a budget of approximately **£609,425** HullBID will continue to spend funds according to the priorities of the businesses which will include:

- Additional installation of CCTV cameras to 50 individual premises*
- Provision of 30 BID radio system handsets either free or on our loan to buy scheme*
- Christmas lighting – Paragon Street and Brook Street
- Lighting of Holy Trinity Church and Andrew Marvell statue
- Comprehensive and wide-ranging Christmas advertising campaign utilising television, radio, press
- Purchase of additional market gazebos
- Investment in HullBID Fashion Week, Yum! Food Festival and Hull Trinity (music) Festival events
- Update of popular Dine brochure

*CCTV and radio handsets provided free subject to meeting criteria

SUMMARY

HullBID makes specific improvements in the city centre over and above the statutory services provided. We don't replace or subsidise existing services, we enhance them. Our roll-out of free CCTV systems proved hugely successful, thus a focus is given to providing more. We have created sustainable, high-profile events with our Fashion Week and Yum! Food Festivals and these will continue. Our glossy Dine brochure has raised perceptions about dining in Hull and Purple Flag will help reinforce the message that people can come into the city centre safely on an evening. Through continuing to work closely with our partners Hull City Council, Humberside Police and others, we play a vital role in ensuring our members are represented and informed about city centre related activity. We act as the conduit advising on many matters ranging from road closures to planning issues. As a business expense, all in all, we feel HullBID represents very good value for money for the services we provide. Please visit www.hullbid.co.uk for more information.