

A photograph of Hull City Hall, a large, ornate, light-colored stone building with multiple domes and arched windows. In the foreground, there is a green lawn with several flower beds containing red, white, and blue flowers. The sky is blue with some white clouds.

HullBID For a positively
thriving city.

Welcome

HullBID's role in the
city centre

www.hullbid.co.uk



Hello,

On behalf of the HullBID team, a very warm welcome to you.

This brochure may be your first introduction to learning more about HullBID, and the wide range of works and initiatives we're involved with for the betterment of Hull city centre.

HullBID's successes are many and varied and this really comes down to passion and a determined effort by the whole team. We pride ourselves on engaging fully with our members whilst delivering our services in a timely way.

We hope to give you reassurance that the funds contributed via the BID levy are in good hands and apportioned accordingly to meet the priorities of our members.

I'm sure you will be interested in learning more about HullBID but if you have any queries or general feedback, please do get in touch. My direct dial phone number is 01482 611889 or email kathryn@hullbid.co.uk

We wish you and your business every success for the future.

A very warm welcome to you

**Foreword by Kathryn Shillito,
City Centre Manager**



An aerial photograph of Hull city centre, showing a dense urban landscape with a mix of historic and modern buildings. A large, circular green space with a central fountain is prominent in the upper left. A river flows through the lower right, with a large, modern building complex situated along its banks. The overall scene is a vibrant, high-angle view of the city's core.

Established in 2006

Hull Business Improvement District (HullBID) covers the nucleus of Hull city centre. Our area incorporates approximately 760 different businesses, spread across 1,174 commercial properties.

Our BID members are diverse and include those from the private, public and voluntary sectors.

We exist to help businesses in the city to sustainably grow and progress. We organise our activity around four strategic pillars, representing the important role we play in the development, regeneration and prosperity of Hull city centre.

OUR CORE PILLARS

WE COMMUNICATE

We're a visible and active part of the business community.

WE INNOVATE

We plan and nurture new ideas that help BID businesses grow and thrive.

WE PROMOTE

We celebrate and actively promote the benefits of the city.

WE COLLABORATE

We champion the bigger issues that require a collective approach.

Our Vision & Values

Our vision is a reminder of what it is that we're doing when we turn up for work – regardless of our individual role in the HullBID organisation.

We know we play a key role in achieving this, but also recognise that we can't do it on our own. We need to work in partnership with other city stakeholder groups – as well as the business community – and our strategy reflects this awareness.

Actively Connected

We have a continual, open and honest dialogue with the BID businesses. Because of this, we really understand what our members need from us and everything we do is based on this understanding.

Astutely Collaborative

We believe HullBID is successful when its stakeholders work like a team. We bring BID businesses and organisations together and motivate people towards the common vision to achieve results that benefit everyone.

Purposefully Focused

We're focused on finding the right solutions to build a better future. We're passionate about finding new opportunities to help the HullBID businesses grow and prosper.

Measurably Driven

We believe in delivering results that can be measured. We understand that our businesses are our stakeholders and they need and deserve to see a return on the investment they make in us.



Hepworth's Arcade, Hull Old Town

What is a BID?

A Business Improvement District (BID) is a defined geographical area. There are currently around 200 BIDs in the UK. HullBID covers the nucleus of the city centre and represents over 750 businesses.

We work collectively, bringing together businesses and public bodies to achieve a common goal... creating better trading opportunities and seeing a thriving city centre where people wish to reside, work and visit.

BIDs are generally not-for-profit; they do not replace or subsidise existing public bodies and services but enhance them.

Baseline service level agreements are set and a BID provides specific improvements over and above these services.

Since HullBID was established in 2006, it has worked to a business agenda and delivered significant improvements, particularly in terms of safety and cleanliness. HullBID has also organised and promoted events and activities to attract more people into the city centre and generate more trade.

How HullBID is funded?

HullBID is funded by all businesses and organisations, including the local authority, within the BID area and each pays a levy - in addition to business rates - which equates to 1% of the rateable value of a business premise. Once a BID has successfully been voted in by ballot, the levy becomes mandatory for all eligible businesses irrespective of sector. Annual levy payments are collected by the local authority and funds are passed onto HullBID to use for projects and services.

Voting

For a BID to be approved, a postal ballot takes place which needs to deliver a majority in both the number of businesses and the collective rateable value of the business premises. This ensures that the interests of large and small businesses are protected. Each BID generally operates for a maximum of five years before a renewal ballot takes place.



Kathryn Shillito with business owner Chris Harrison

* Subject to change as businesses occupy and vacate

Businesses by Sector*

Asset
Management

245

Shopping &
Retail

270

Health &
Beauty

73

Food &
Beverage

198




The BID Area

Council &
Government

48

Charity &
not for profit

38

Professional
Services

203

Entertainment
& Leisure

56

Manufacturing
& Industry

20

Education &
Training

23

How we help

We know the businesses that contribute to HullBID have put us in a privileged position and we don't take that lightly.

It is your money that enables HullBID to deliver improvements that make our city centre a safer, cleaner and increasingly thriving place for both businesses and visitors. The objective is to help improve the area, whether that is by increasing footfall, promoting the area, creating networking opportunities, mediating with public bodies or reducing crime and improving cleanliness.

We cover a large and busy area of the city, incorporating many different businesses and organisations, yet we're easily contacted and here to support our BID members.

We're constantly consulting with BID businesses for their input and ideas in what we do and seeking feedback about our activities. We aim to put city centre businesses first and encourage our members to communicate with us so that we can identify issues and deliver actions.

Book a visit from the HullBID City Centre Manager to see what we can do for you. We will meet you face to face and tell you more about who we are and how we can help you.



The HullBID team

Cleaning & Maintenance

We understand the effect that muck, mess and clutter can have on businesses and visitors to the city centre, so we respond quickly whenever we are alerted to the need for cleaning work. We can help with mess in doorways and alleys, jet-washing pavements, removing fly-posters, touching up exterior paintwork and getting rid of graffiti – often early in the morning, before your business has opened.



Martin Foster, Cleaning & Maintenance Operative



Mark Andrews and Raich Orr, HullBID Support Officers

Safety & Security

HullBID Support Officers patrol the city centre Monday to Friday, responding to a variety of requests for support from businesses whilst liaising closely with the police and Civic 1, the local authority's CCTV control hub.

They collaborate with partners to reduce begging on the street and offer assistance with anti-social behaviour issues. The HullBID radio system has proven invaluable in tackling retail theft and helping office workers feel more secure.

Crime in the city centre has reduced significantly since HullBID introduced the system, and many businesses say that the radios provide extra protection to both customers and staff. Contact us for information about getting a radio handset.

A limited amount of funding is contributed to Humberside Police to provide additional PCSO patrols.

Networking

HullBID Awards

A highlight in a packed calendar of engaging events are the HullBID Awards, which is open to all businesses in all sectors, and attracts more than 500 entries from people eager to share their success stories. Businesses can nominate themselves for an award in a wide range of categories, or encourage their customers to put them forward. Culminating in a gala dinner and ceremony, the HullBID Awards are a great way to celebrate the achievements of our businesses.

Other Networking Events (inc Humber Business Week)

Seeds are sown for future business development through meeting new contacts at our increasingly popular networking events.

Covering a wide variety of topics, our guest speakers will deliver key information which is aligned with business interests. All events are free to attend and take place approximately every three months at a variety of locations in Hull city centre, as a breakfast or lunch meeting or an after-work social.



Annual HullBID Awards

Working Together

Partnerships are crucial when it comes to protecting and promoting the interests of businesses in the city centre, and HullBID is extremely effective at developing those links. Our relationships with Hull City Council and Humberside Police are well established and we have a strong track record for helping businesses to open doors, cut through red tape and get things done. We also bring councillors and public officers out of the corridors of power and into the business community to meet our members and deal with issues face-to-face. No other organisation is able to exercise this level of access and influence on behalf of businesses in the city centre.

Our partnerships mean that we're aware of key city developments so that we can keep you informed too.

We can help you with:

- Support & advice
- Lobbying an issue
- Planning & licensing
- Engagement with other organisations



A HullBID business networking event

Events

Our events are organised in-house, enabling us to keep costs down, maximise sponsorship, and ensure as much investment as possible goes into creating something unique.

We encourage participation from our businesses and help grow their customer base. We are now considered one of the city's key event organisers, regularly commanding tens of thousands of visitors.

Hull Street Food Nights

A wide range of food and drink taking inspiration from all over the world, in an open-air setting, during the summer months.

City workers are encouraged to stay in the city centre after work whilst families and friends are welcomed into a relaxed atmosphere. With over 30 stalls of high-quality local produce and expertly-created dishes, visitors are spoilt for choice. Featuring a DJ, live band and other family-friendly entertainment, Hull city centre comes alive in the evenings, with fantastic sights, delicious smells and groovy sounds.

www.facebook.com/hullstreetfoodnights



Monthly Hull Street Food Nights



Annual Yum! Festival of Food and Drink

Yum! Festival of Food and Drink

Hull city centre plays host to the Yum! Festival of Food and Drink - three days of fresh local produce and tasty street food around the Rose Bowl and Queens Gardens.

With over 70 stalls of delicious hot and cold food, a variety of alcoholic and soft drinks, as well as free children's entertainment ranging from face painting to healthy cookery classes. Those wanting something to eat or drink 'on the go' are accommodated, or visitors can sit and savour delicious food in the dedicated picnic area after stocking up on their favourite fare.

www.facebook.com/yumfoodfestival

Monthly Hull Trinity Farmers' Market



Hull Trinity Farmers' Market

A monthly farmers' market in Trinity Square, incorporating Trinity Market, Hepworth's Arcade and Hull Minster, to generate hustle and bustle in the area and provide an all-round shopping experience.

A selection of artisan craft and gift stalls combine with locally-sourced food and drink to bring life back into the old market square and its surroundings, encouraging people to also visit the refurbished indoor market and see what delights are on offer.

www.facebook.com/hulltrinityfarmersmarket



Catherine Goble,
Marketing & Events Co-ordinator

Note: Events are subject to change, aligned with our annual business plan

The Beauty Box

A selection of gazebos is used to bring beauty, fashion and health businesses out on the street, to further highlight and promote their products and services, and stimulate footfall in the city centre.

All BID member businesses are given a chance to get involved. This could be anything from bringing rails of vintage T-shirts into the marquee to sell, to giving makeovers or skincare advice, to hair braiding, beard trimming and brow threading. If it is fashion or beauty and can be adapted to be in our Beauty Box, then anything goes.

www.facebook.com/beautyboxhull



Monthly The Beauty Box



The annual Yum! Festival of Food and Drink

Resources

Gazebos

HullBID has up to 25 gazebos (3m x 3m) which can be borrowed by BID businesses for a small fee (£7 each per day, to cover maintenance costs). Accompanying tables can also be borrowed for £3 each per day. Terms and conditions apply.

Public relations

If you have something to promote or shout about, let us know. We offer free media services for BID businesses, including writing news releases, press photography, distribution to our media contacts and inclusion in the HullBID newsletter. We'll also include your story on our social media channels and website.

E-shots

Important news shared with you from HullBID, our member businesses and public bodies.

Online business directory

All HullBID member businesses are included in our online business directory, free of charge, at www.hullbid.co.uk. This is an exclusive service for BID members and the directory specifically covers the city centre. If you need to update your details, please let us know.

Online resources

Our website (www.hullbid.co.uk) has a whole host of useful information, from board meeting minutes to nomination forms for the BID Awards and application packs for our events.

Quarterly HullBID e-newsletter

Emailed to HullBID businesses in January, April, July & October.

The Team

**Kathryn Shillito**

City Centre Manager
kathryn@hullbid.co.uk

**Catherine Goble**

Marketing & Events Co-Ordinator
catherine@hullbid.co.uk

**Francesca Sharp**

PA/Administration Assistant
francesca@hullbid.co.uk

**Lucilla Bathurst**

Business Liaison Officer
lucilla@hullbid.co.uk

**Mark Andrews**

Senior Support Officer
mark@hullbid.co.uk

**Raich Orr**

Support Officer
raich@hullbid.co.uk

**Martin Foster**

Cleaning & Maintenance Operative
hello@hullbid.co.uk

Board of Directors*

The HullBID Board is drawn from a wide section of the city centre business community and the local authority. It comprises a variety of non-executive directors who freely give their time and expertise.

Jim Harris - Chair

St Stephen's Shopping Centre

Dr Ian Kelly

Hull & Humber Chamber of Commerce

Victoria Jackson MBE

Kingston Recruitment

Guy Falkingham

Yorkshire Brewing Company

Julie Buffey

Roisin Dubh

Tim Powell

Scotts Property LLP

Mike Rice

Hugh Rice Jewellers

Nigel Dobb

Holiday Inn Hull Marina

David Donkin

Wykeland Group

Garry Taylor

Hull City Council

Maria Kamper

Prospect Centre

John Magee

Princes Quay

Councillor Darren Hale

Hull City Council

* Subject to change



Useful numbers

HullBID

Kathryn Shillito

01482 611889 (DDI)
07595 820122 (Mob)

Catherine Goble

01482 611802 (DDI)
07739 759783 (Mob)

Mark Andrews

07715 105989 (Mob)

Raich Orr

07595 820121 (Mob)

Francesca Sharp

01482 611850 (DDI)

BID Levy enquiries

01482 613615

Hull City Council

Switchboard

01482 300300

CCTV Control Centre

01482 616724

Environmental Crime Team

01482 615437

Humberside Police

Emergency

999

Non-emergency

101

Ambulance Service

Emergency

999

Non-emergency

111

Business Enquiries

0114 257 3405

Fire Service

Emergency

999

Non-emergency

0300 303 8242

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www.facebook.com/HullBID
Twitter: @HullBID**



Hull**BID** For a positively thriving city.

At HullBID, our mission is simple. We listen and respond to the needs of our members and create sustainable initiatives that make the HullBID area a measurably better place to do business in.

www.hullbid.co.uk