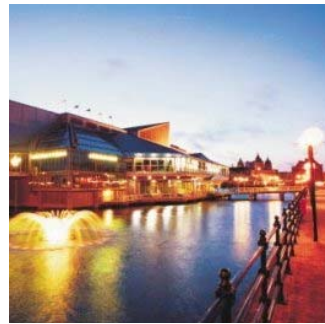


# Hull's Business Improvement District (BID)

Survey Results  
January 2006



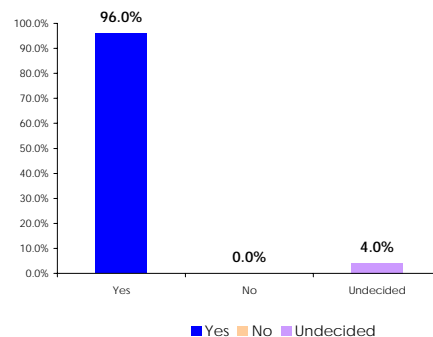
Hull's Business Improvement District (BID) concept is a scheme to provide new business led services in the city centre to make it cleaner, safer and better promoted. The proposal would increase the business rate in the City Centre by 1% to create a fund that businesses could use to make such improvements. A referendum of city centre businesses is due to be held in October to decide whether the BID should go forward.

City Centre BID Manager, Ken Baldwin, made a presentation on the proposals at the 9<sup>th</sup> Quarterly Hull Business Forum meeting on 31<sup>st</sup> January 2006. A brief questionnaire was circulated and 51 responses were received. The results are set out below.

## Key Points:

- 96% of respondents believe that a Business Improvement District is a good idea with the potential to improve Hull City Centre.
- There is a mixed opinion as to what areas of the city centre the BID should focus on, with improved safety and better signage the highest priority identified by respondents.
- 90% of respondents said they would vote 'yes' in a referendum on a Business Improvement District for Hull City Centre. There were no employers that would definitely vote 'No'.

Do you believe in principle that a Business Improvement District is a good idea with the potential to improve Hull city centre?

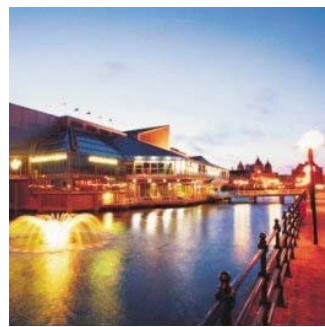


Which way would you vote in a referendum on a Business Improvement district for Hull City centre?



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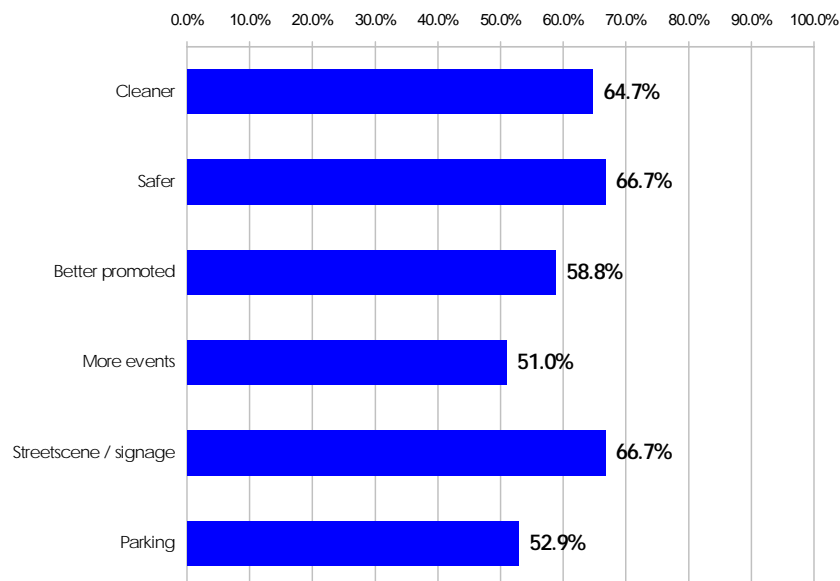
The Business Improvement District would be business led. Which areas do you believe should be a priority for the BID?

- There was a mixed opinion as to which areas should be a priority for the BID.
- The graph below suggests that improved security (67%) and better signage (67%) were high priorities.

A selection of other comments as to what areas should be a priority for the BID included;

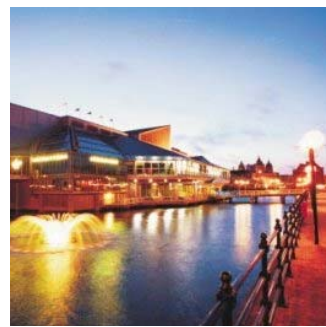
- Higher quality retail
- More diversity of Attractions
- More diversity for nightlife, i.e. to cater for a mixture of ages/ styles/ backgrounds
- Eliminate empty shop units
- Improve public transport access/ facilities/flow especially at night
- Transport links – 'Direct people into the city and not out of the city'

The Business Improvement District would be business led. Which areas do you believe should be a priority for the BID?



# Hull's Business Improvement District (BID)

Survey Results  
January 2006



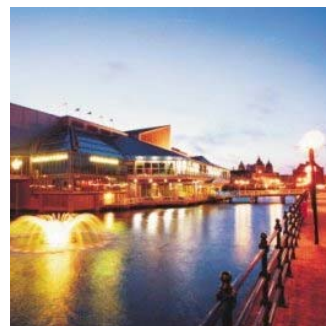
## If you could make one improvement to the city tomorrow, what would it be?

A selection of comments are as follows;

- 'Better access and secure, free parking.'
- 'Remove the traffic – provide an excellent tram/bus public transport system instead.'
- 'More colour and street attractions, events and life.'
- 'Improve bus facilities, e.g. shelters, information, lighting at stops to encourage more bus use and reduce congestion, pollution and demand for parking.'
- 'Late night shopping.'
- 'Make the city centre cleaner and more contemporary looking, as it looks drained and dull, especially down Whitefriargate.'
- 'Improved drains and pavements.'
- 'Link all main areas together.'
- 'Clean it up. Maintain/renovate buildings. Hull City Centre looks run down and sad, we need to turn that around. Deal with empty properties effectively. Also people need to feel safe.'
- 'Availability of information regarding what the city has to offer to all people, not only visitors but also residents, so that they know what their city has to offer. There seems to be a distinct lack of knowledge/awareness which should be improved.'
- 'Increased and improved parking for private cars located where people actually want to park.'
- 'Provide better selection of shops – particularly quality independents.'
- 'Redesign Queens Gardens as the new public 'heart' of the city.'
- 'More events and better promoted events for the whole family.'
- 'Make the city centre safer.'
- 'Remove the litter and drunks/homeless.'
- 'Attract more quality retailers. There are too many pound shops.'
- 'Eliminate/reduce gangs/youths and antisocial behaviour not just crime.'
- 'Easier access to the waterfront and the marina.'

# Hull's Business Improvement District (BID)

Survey Results  
January 2006



## Further thoughts and ideas about a BID for Hull City Centre

- 'Once a year facelift MUST include the Old Town as must floral displays and improved lighting. Focus on attracting more high quality restaurants to support the retail investment.'
- 'Café culture needed, especially in the evening. Improved evening public transport.'
- '4 star hotels, conference facilities, transport facilities to the East Riding. Public toilets open after 5p.m.'
- 'More events and better promotion would bring people into the city. More people living in hull would be impressed by this change and would rather stay in Hull rather than resort to shopping and venturing elsewhere to find better leisure opportunities.'
- 'Great idea with reference to the Market – you are absolutely right, but what about addressing cost to a small trader/independents rent i.e. business rates. Is this not the reason why so many close down/move away? They've got to be able to make money else there's no point. Reduced/subsidised rent/business rates would attract these types of businesses.'
- Make sure entry and exit to Hull looks good and welcoming. We need interesting, specialist retailers not just the big stores that you get everywhere.'
- 'The BID will go a long way to address some of the issues stopping visitors coming to the town centre.'
- 'Huge increase in retail; empty shops already – has anyone done their sums? Any really top shops to give dimension?'
- 'An excellent idea.'
- 'Better lighting for streets and buildings. Outdoor eating and drinking. Use the big screen to promote everything locally, i.e. events, businesses, history, places of interest. Use empty buildings for advertising city centre events. Encourage empty units to be filled with offers, price breaks, rent, rates etc. – encourage landlords to take responsibility. Buy local, use local suppliers for all aspects to encourage involvement.'
- 'Decent restaurants won't move in until they feel their customers will come/stay in the centres at night and 'respectable' people won't do that whilst exposed to a mass drink culture and the anti social and violent atmosphere that it creates. My main concern would be how will they get in and out and where will they park and not disrupt the non retail business community.'
- 'Create a "Tourist Trail" through the city centre, linking museums, tourist attractions and its maritime history. Issue a map including points of interest, retail outlets, pubs, restaurants etc.'
- 'Hull needs to stop talking and start doing.'
- 'Find a way of getting schools involved.'