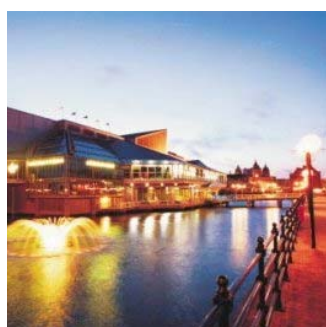


Hull city centre Business Improvement District

FACTSHEET 2
January 2006



What is a Business Improvement District (BID)?

A BID is a US Style concept in which businesses in a designated area, such as Hull city centre, have a referendum to decide whether to introduce new activity, initiatives or services to improve their area funded by a small increase in the business rate.

What has been happening in Hull?

Hull has had city centre management for several years but it has not been resourced to deliver projects wanted by the business community. St Stephens, The Boom, Humber Quays and Quay West are being built or on the way, and it's important that the rest of the city centre can meet the standards of the new developments.

Have any other areas got a BID?

Yes. Business communities in 20 other parts of the country have voted to support a BID in a referendum. These include Liverpool, Lincoln and Birmingham. Four areas failed to win their referendum. Most of the BIDs are currently focused on city and town centres.

How will a local business benefit from a BID?

Businesses in Hull city centre will benefit from a BID because the overall trading environment will be improved in the area. It will be for the business community to decide whether its priority is to make the city centre safer, smarter or better promoted. The referendum will not be won unless the BID proposals meet local business needs.

What services will a BID provide?

It is up to the local business community but it is likely to fund initiatives to make the city centre cleaner and safer with more events and activities to attract people into the city centre. Some activities such as city centre Ambassadors are being piloted at the moment and are proving highly effective in tackling issues such as crime, illegal street traders, vandalism and drunks.

Shouldn't the Council provide some of these services?

Part of the BID proposal will be a very clear baseline about what the Council already provides to ensure that the extra funding pays for services over and above what is already provided.

Where will the boundaries of the BID be?

These are currently being finalised but it is likely to include the area between Ferensway, Freetown Way, River Humber and River Hull, plus St Stephens and The Boom. All business rate payers in this area will have a vote.

What's the timetable for a BID?

The referendum is likely to be held in October 2006 with activity starting straight afterwards if the referendum is successful.

What if it doesn't work?

The initial BID will run for five years after which time it must be renewed in a further referendum. Therefore, if it hasn't made a difference in that time, businesses will have a further opportunity to decide whether it should continue.

Who will manage the BID?

The City Centre BID Manager, Ken Baldwin, is employed in the private sector by Hull & Humber Chamber of Commerce. A Steering Group of city centre businesses, chaired by Mike Killoran, Manager of Princes Quay, is working up the BID proposal. Ken Baldwin has many years experience working in Hull city centre running Alders and as a former President of Hull Chamber of Trade. He has also worked in Leeds and was Chair of the Leeds City Centre Partnership.

Where can I get more information?

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