



Deutscher  
Industrie- und Handelskammertag

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## **Newcastle upon Tyne wins city centre competition**

**First BID AWARD won outside of Germany / second and third prizes go to Bremen and Hamburg**

The winner of this year's BID AWARD is Newcastle upon Tyne. For the first time, a foreign urban development project has won the award of the Association of German Chambers of Commerce and Industry (DIHK). "Similar German initiatives can learn a lot from the winner out of North East England," judge Tine Fuchs (DIHK) explained the decision. This business improvement district (BID) supports the development of the entire city centre. One project, for example – Alive after 5 – promotes uniform opening hours for retail businesses.

Second place is given to the Ansgari innovation area in Bremen, the smallest BID in Germany. The judges paid particular tribute to the relaunch of an empty shopping arcade which now houses a mixture of retail traders and business start-ups.

Third place goes to Hamburg's Opernboulevard, which established a sustainable shopping and nightlife boulevard. The special winter light gives the street a pleasant atmosphere.

The prizes were awarded during the eighth BID conference hosted by the Association of German Chambers of Commerce and Industry (DIHK) which is taking place in Wuppertal today and tomorrow. The judging panel consisted of BID experts from the German Chambers of Commerce and Industry as well as from the DIHK.

In Business Improvement Districts (BIDs), property and business owners work together with cities to improve urban districts. They revitalise shopping streets through new sidewalks or landscaping, arrange tourist attractions in the area and keep the media informed about developments.

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