



The Newsletter for the Hull City Centre Business Improvement District (BID)

Safety and Security Improvements for City Centre

A new security radio system and a dedicated ASBO officer in the city centre are just two initiatives Hull BID are working on to promote safety and security in the city centre.

security issues, shops and shopping centres will have an early warning of any problems," explains Ken Baldwin. "It's all aimed at making the city centre a safe and secure retail destination."

reduced 43% from 14 to 8 incidents and in January 2009, there were just 3 reported thefts from vehicles compared to 8 the previous January.

In addition, Hull City Council's Anti Social Behaviour Officer Carl Beacock will be performing regular patrols with Hull BID Support Officers. "We're building up a relationship with Carl and introducing him to businesses in the BID area," said Hull BID Support Officer Phil Overfield. "This will mean that businesses can relate any instances of anti social behaviour directly to Carl in the future."

"These statistics are definitely heading in the right direction," commented Ken Baldwin. "They reflect the extra resources that Riverside Police have been able to put into policing the central area as well as Hull BID's special operations which have targeted selected periods in the year and our overall intelligence led security work."

Carl Beacock, ASB Enforcement Officer, can be contacted on 318821 or 318822 by any business concerned with anti social behaviour such as harassment, damage, verbal abuse or threats.

The news comes at a time when yearly statistics from Riverside Neighbourhood Police Team show that crime in the city centre has reduced on many indicators. Incidences of shop theft in the Hull BID area reduced from 97 to 54 from January 2008 to the same month in 2009, while theft from person



The radio system has been developed in conjunction with Hull BID's Safety and Security Forum and will be designed for use initially with shopping centres and large retailers. The system will be linked to CCTV and Riverside Police and is expected to be operational by late Spring.

"The main idea is that by sharing information about



Evening Economy Boosted by Free Parking

Visitors to an evening performance at the new Hull Truck Theatre on Ferensway will be able to enjoy the performance in the knowledge that their cars are parked safely and securely.

The scheme allows users of Hull Truck and other leisure facilities in St Stephen's Shopping Centre to park for free at the St Stephen's car park as long as they get their parking tickets stamped at any of the leisure venues. As well as Hull Truck, these include Reel Cinema, Nandos, Prezzo, Monkey Business, Gala Bingo and also the newly opened Naked Fish Restaurant.

Amanda Lowe from Cottingham thinks the scheme has made a real difference for her family.

She said: "We can enjoy a fun, family evening out safe in the knowledge that our car is somewhere safe, secure and close by. Even better, the parking is free so it takes all the hassle out of an evening in the city centre."

Hull BID Manager Ken Baldwin added: "This is the type of creative scheme which is likely to promote the evening economy and which we are pleased to support."

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'The Sweet Life' Comes to Hull



An Italian Market will see the centre of Hull share a slice of 'La Dolce Vita' in March. The market will feature around a dozen high quality stalls along King Edward Street for three days from Thursday 19th to Saturday 21st March. Among the goods on offer will be Italian bread, olive oil, pesto, cheese, arancini, wines, pastries and other confectionary as well as artisan products from Italy such as Murano glass.



Joint Security Focus for New Year



A warm welcome from me and my team of officers. In January 2009 the 2 Police Constables and 10 PCSOs who patrol the Hull BID area carried out more than twelve hundred hours of highly visible patrol between them. Most of them are still thawing out! I know they are looking forward to the prospect of lighter nights and warmer weather, and I am sure that the businesses in the city centre will also welcome the end of these wintry days.

We have tried to ensure that the public receive the same standard of neighbourhood policing throughout this period, and we are still dependent on information and intelligence from community members, be they shopkeepers, security staff, or local residents. To this end I would encourage anybody struggling with a community safety issue to approach their local PCSO and ask for help. You can speak to

us directly and I would always advocate this approach. However if people wish to report things confidentially then they can do so on the Crime Stoppers line 0800 555 111.

The foundations of any successful community are a willingness to achieve common goals through shared hard work. As the Police Inspector for the area I know that our partners at Hull BID, and within Hull City Council, share our commitment towards delivering a safe and confident city centre community. Everything that we will do this year will have this aim in sight."

Inspector Lee Edwards
Riverside Neighbourhood Police Team



"It has been a very busy period for Hull BID Support over Christmas and into the New Year. We have been working closely with Inspector Edwards and his team to help create a safer more welcoming city centre. In addition, the 16 member stores of our Safety and Security Forum have started to liaise with Hull City Council's Anti-Social Behaviour Team to tackle specific individuals who are causing the greatest problems for businesses and visitors alike. This has gained massive momentum and what was envisaged to take 6 months has been achieved in a matter of weeks. It is hoped that this progress can continue into 2009 and that some tangible results will be seen. If you'd like to know more about any of our work please call me on 611888"

Philip Overfield
Hull BID Support Officer

YOUR BUSINESS

Pixel 2 Print on Spencer Street, just off Ferensway, specialise in digital printing of anything from flyers, business cards and brochures to T-shirts. We spoke to Managing Director John Whittton (left in photo) about the business.

Your main business is digital printing. What's the difference between this and normal printing?

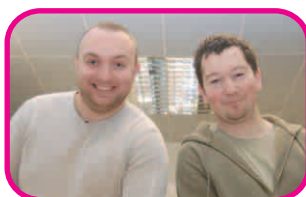
Conventional printing is done on litho presses, which are big, often messy, machines which can take a while to dry, whereas our process is fast, dry and ready to be cut immediately. Equally, with digital printing there's no set up cost so it can work out much cheaper for smaller runs and it stops people having to buy thousands of copies, we can do just 250 of things if you need it.

Is the industry moving towards digital?

Yes, they're increasingly moving towards technology which incorporates digital with litho and at some point we will be looking to invest in one of these large machines which can deal with very high volumes.

So your main selling point is you can do things in smaller bespoke amounts?

Yes, we're certainly one of the cheapest in the city but also compete with companies on a



national and international basis. For example local nightclubs who were going down south or abroad with their printing, for 5000 A6 double sided flyers, would be paying out £100 plus, whereas they've come to us and we're doing it for £99 and of course with us there's no 7 or 10 day waiting, sometimes we can even get the job turned round in a day if it's urgent.

How do you go about getting business?

Initially we did it through advertising such as Hull Colour Pages, but more than anything now, it's word of mouth, many people know about us and recommend us to other people in business.

How did the business start?

We have been going for 4 years, myself and Iain (Whittles) used to work for another printers in Hull and we were in the process of taking over one of their print shops, and when that didn't work

Pixel 2 Print



out, we decided to do it ourselves, start afresh and not rely on someone else's identity, and so here we are 4 years later. For the first three years we saw 25% growth each

year and we now employ someone on a part time basis to help out with increased volumes, though it's also fair to say that we've had hard times like any other business and will face challenges in the present economic climate.

How do you feel the city has developed?

I think it's come along leaps and bounds. The only thing that niggles me slightly is the road layout, in the old fashioned calendars from the middle of last century, you see everywhere was accessible via road, but now you seem to have to circumnavigate the city to get to where you want to go! But in general it seems to be coming on well.

What's a typical day?

It just depends, one day we could be printing hundreds of T-shirts, another day we could be doing thousands of flyers. We are also considering branching out into other areas such as cups, pens and other corporate stationary but we're still in the planning stage for this.

To sum up, how would you describe yourself?

We're probably the quickest and cheapest printers in Hull while still maintaining a high standard of quality. We wouldn't skimp on that side of things, so for example we would never give something to a customer thinking 'That's ok, that'll do'. If it's not good enough for us to give out promoting ourselves, why should our customers settle for it? It's simple really, the technology is there so why shouldn't it be used to its full potential?

To find out more, ring John on 01482 589400, e mail: john@pixel2print.co.uk or see their website: www.pixel2print.co.uk

Farmers Fairs to Make Spring Comeback

The popular farmers fairs are set to return to King Edward Street in April this year.

The markets were temporarily suspended by Hull BID in January pending a review. The new markets will take place on Fridays and are being organised by Dave Young who has previously organised the highly successful Beverley and Driffield Markets.

Hull BID Manager Ken Baldwin said the market had been suspended temporarily in order to take stock about its impact and future.

He said: "Getting a market back into the city centre was a personal initiative of

mine when we launched the BID two years ago, so I've been as keen as anyone to see some sort of market continue. However, the market has to be of a high quality and also work effectively for the businesses in and around King Edward Street. Having a few months breathing space will allow us to reorganise and relaunch the market with a good mix of traders who have a solid commitment to making a market work in the centre of the city."

A survey by Hull BID of shops in and around King Edward Street recently concluded that while there was uncertainty about whether the market increased footfall and sales inside the businesses, shops did say that they

appreciated the 'hustle and bustle' element of the market which helped create a busy high street atmosphere outside their stores.

"80% of businesses we surveyed said they supported a market down King Edward Street, so we're hoping that our new market in April will work both for them and the people of Hull coming in to shop at the market," said Mr Baldwin.



Retailers Highlight Need for Family Attractions

Feedback from Hull BID's questionnaire of retailers about Christmas 2008 has highlighted the need for family friendly Christmas themed entertainment to attract people to come to shop in the city.

A total of 54 businesses responded to the questionnaire designed to get a snapshot of why shoppers were visiting Hull and what city centre activities would encourage more people to travel to the city. 87% of those questioned thought Christmas themed events for

families such as Santa's Grotto and an ice rink were essential to attract more people in. Over half of respondents (54%) thought St Stephens was the main reason for people to come in to the city, while a similar number (54%) said that word of mouth recommendation was the main reason visitors had heard of their shop. This compared to just 9% who thought their website had been most influential. 46% of those questioned thought that the main reason people travelled to the city was because it was cheaper than going out

of town, though 34% still thought that parking was too expensive in the city.

"It would appear that shoppers are happy to shop in Hull, preferring this to paying travel costs," said Hull BID Project Co-ordinator Kathryn Shillito. "It is also clear that our challenge for Christmas next year will be to help provide these family friendly events which attract people to the city."

To see a full copy of the retail survey, visit Hull BID's website.

Courses to Help Promote Local Pride

Businesses in Hull who deal with the public are being encouraged to show their pride in the area by taking advantage of an innovative training programme in March.



Designed to improve customer service and promote pride in Hull and the East Riding, Yorkshire Passion is an exciting new half day quality training programme created by internationally acclaimed playwright John Godber.

The highly visual, entertaining approach to customer service training looks at the visitor experience through theatre, film and entertaining verbal presentations, incorporating two short plays (written by John Godber), that illustrate the central role of people in delivering quality customer service.

Barbara Macniven from Visit Hull and East Yorkshire says the training is suitable for most businesses who have direct contact with customers.

She said: "Yorkshire Passion is designed for any business, employee or individual who has contact with customers or visitors here in Hull & East Yorkshire. This includes taxi drivers, accommodation, food and beverage, tourist attractions and activities, retail and leisure sectors."

Places are free of charge and businesses are being asked to choose the sessions in March which best suit them. More sessions will be run later in the year. The March sessions will be held at the new Hull Truck Theatre from 10am - 12.45pm on:

Monday 16th March
Tuesday 17th March
Wednesday 18th March

To complete your application on-line visit www.yorkshirepassion.co.uk or contact Barbara Macniven on 01482 486610.

Hull BID Manager Ken Baldwin said feedback from initial sessions had been excellent and encouraged local businesses to attend.

Cleaning Team Hits the New Year Running

Hull BID's cleaning team has started the year well, removing 138 pieces of graffiti in January and painting more than 40 bollards as well as an assortment of railings, lampposts and bike posts during the same period.



Improving the street scene in Hull City Centre is one of the 5 main objectives of Hull BID with the aim of making the city centre look attractive and welcoming to visitors and shoppers. For the

first time, an exact breakdown of the areas covered and amount of graffiti removed will be made available on Hull BID's website.

"Keeping the city centre looking clean is a high priority for us," commented Hull BID Manager Ken Baldwin. "We've been doing this kind of work for the last two years, but for the first time, we hope that all BID levy payers can see for themselves via our website exactly what kind of work is going on to make their city centre a better place."

Mr Baldwin also suggested that people would see a clear difference between the appearance of the city centre and the radial routes into the city centre.

"Keeping on top of graffiti in the city centre has been one of our strongest achievements over the past two years and you can see this by looking at the contrast between the city centre and the streets outside the BID area for evidence that our initiatives in this area make a noticeable difference."

To see the street scene figures for January and February visit the website.

City Centre News

Globe trotting journalist Kate Adie and Hull born comedian Norman Collier will be the guests of honour at the next Literary Lunch, organised by George Street based **Brown's Books**. The popular lunch will be held at Willerby Manor at 12.30pm on Wednesday 29th April and tickets, which include a three course meal and glass of wine, are priced at £29 each and can be ordered from Brown's Books or by calling 325413.

Albion Street based **Simply Running** will again be sponsoring their Champions duathlon series from Skidby Mill in the summer in association with Barracuda Triathlon Club. This follows last year's successful series of 6 races over a range of run/bike distances. Dozens of Barracuda members took part on the monthly evening events and Simply Running owner Kevin Hayward says he always looks forward to meeting anyone interested in running or triathlon at any level. To contact Kevin ring 222169 or e mail kevin@simplyrunning.biz.



City centre based **Lime Property** has been appointed as Official Relocation Agent to Hull FC. Since its launch in April 2008 Lime has established itself as a leading authority on properties, and recently launched the first serviced apartment in Hull in The Sawmill. Managing Director Paul Fielder said he was thrilled at securing the appointment and was looking forward to working with team members during their stays in Hull. For more info see www.lime-property.co.uk



A move across the road for South Street based gadget and mobile phone accessory retailer **Stuf** is already proving fruitful as Paul Green and his staff of 5 have seen sales increasing in the few months since making the move. The internet side of the business www.webuystuf.co.uk is also doing well and Paul is confident enough to be looking at expansion to either Goole or Scunthorpe later in the year. See Stuf photos on the Hull BID website or call Paul on 221014.

Please let us know if your business in the Hull BID area has anything you would like us to present to a wider audience via our website and newsletter.

BID TEAM NEWS

BUSINESS PLAN ON WEBSITE

The Hull BID Business Plan for the financial year 2009-2010 is now available for viewing on the website. Go to Minutes page.

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March/April What's On

11/3-14/3 - **Russian State Ballet of Siberia**, Hull New Theatre, 7.30pm

19/3-21/3 - **Italian Market**, King Edward Street, 9.00am - 4.30pm

20/3 - **Jimmy Carr - Joke Technician**, Hull City Hall, 7.30pm

2-5/4 - **French Market**, King Edward Street, 9.00am - 4.30pm

10/4 - **Farmers Fair**, King Edward Street, 9.00am - 4.30pm

17/4 - **Farmers Fair**, King Edward Street, 9.00am - 4.30pm

21-26/4 - **Glimmer - International Short Film Festival**, Various Venues, See www.hullfilm.co.uk for times

23/4 - **Hull Truck Reopens**, Hull Truck, Times to be advised

24/4 - **Farmers Fair**, King Edward Street, 9.00am - 4.30pm

29/4-2/5 - **Northern Ballet Theatre's Wuthering Heights**, Hull New Theatre, 7.30pm

For a complete list of events, including Hull City Hall, Hull New Theatre and Hull Truck Theatre, see www.hullbid.co.uk/events