



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

## European Visitors Help Hull Blunt Credit Crunch

**Footfall figures recently released for the city centre show that Hull hasn't been affected by the credit crunch as much as other cities in Yorkshire and the UK.**

The national High Street Index figures show that footfall in the centre of Hull in December 2008 was down -2.8% on the same period last year. This compares to a decline of -8.0% nationally and -4.9% in other Yorkshire cities. The previous month had shown a -0.4% decline in Hull with similar figures for UK at -6% and -4.5% for the rest of Yorkshire. In October Hull did even better, posting a +11% year on year improvement while the UK towns and cities declined -6.6% and Yorkshire's -7.1%.

The data for Hull is collected by Hull BID's four footfall counters in Whitefriargate, Jameson Street, King Edward Street and Prospect Street.

Hull BID Manager Ken Baldwin said he was disappointed with the dip in the figures but pleased that Hull had outperformed other retail destinations. He added that the actual difference may be even greater as the

counters didn't currently pick up the footfall around St Stephens. He also said that the city may be benefiting from the strength of the Euro, which has increased 20% in value against the Pound over the last 6 months and has led to an increase in numbers of visitors coming to the city.

He said: "P & O Ferries have seen a 19.9% increase in mini destination passengers to Hull compared to last year, which probably reflects the fact that many goods will be cheaper over here. In addition, Hull's tourist organisation, Visit Hull & East Yorkshire, has made significant efforts to increase the number of overseas visitors."

The continental effect has also been noticed by retailers in the city centre. Rob Nicklas, owner of Thearne Pet Stores on South Street said he had noticed more Dutch people recently.

He said: "The Dutch accent is very distinctive and both the people working in the shop and our customers have said that there have been lots more of them recently. I had four in here on just one day recently."

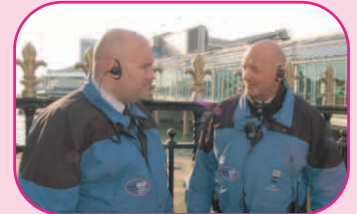


However, Mr Baldwin expressed caution towards any claims that Hull was immune to the credit crunch adding that some retailers would inevitably be affected by the reduction in spending and squeezes on credit, but that the city was well placed to weather the worst of the harsh economic conditions.

"The Euro effect will obviously help Hull more than other English cities and St Stephens has also added a lot to the retail offer in the last year. The image of the city is also improving thanks to better infrastructure and greater investment, as well as the success of the football team."

## Role Change for Ambassadors

**Hull BID's Ambassadors will increasingly be turning the focus of their work to liaising directly with businesses.**



The new emphasis will involve the former Ambassadors assessing and dealing with business needs more directly and follows feedback from businesses and recent increases in police numbers which have seen crime levels decrease in the city centre. The change also sees the Ambassadors retitled Hull BID Support Officers.

"Our Support Officers will be going into businesses in the BID area, talking directly to the traders and business people there and assessing if we can help them in any way," commented Hull BID Manager Ken Baldwin. "This could be by talking to the police about any security issues, getting our Rapid Response Service to clean up rubbish or graffiti by their premises, helping promote their business via our website and newsletters or just simply providing a channel of communication to other authorities in the city centre."

Mr Baldwin insisted a safe trading environment would continue to be the BID's main priority in the city centre and that Support Officers will continue to liaise closely with the CCTV team and the Police about these issues.

Any business who would like to arrange a visit from Hull BID Support Officers John Hakes and Phil Overfield should ring 01482 611888 or contact phil@hullbid.co.uk .

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## Businesses Photos on Website

A series of photos from city centre businesses has been added to Gallery section of Hull BID's website. As well as showing images from city centre events, the Gallery now shows photos from a number of city centre businesses including Board Patrol on Savile Street, the recently opened Owner Hotel, and optical specialists B Cooke and Son on Lowgate. Ken Baldwin said that he hoped the images would act as an extra shop window for the businesses featured. To access the Gallery section, click onto the Marketing tab of the website [www.hullbid.co.uk](http://www.hullbid.co.uk) .



## Businesses to Help Influence Security Agenda



May I take this chance to wish the readership and the public at large a very Happy New Year from me and my staff at the Riverside Neighbourhood Policing Team.

There is always some value in pausing to take stock of one's achievements and to address those things we can do better. The post-festive period represents an excellent opportunity to do just this.

The City Centre team take pride in delivering results for the community. In the last three months the 2 Police Constables and the 10 PCSOs who are dedicated to this area have conducted over 3,500 hours of highly visible patrol. They have challenged more than 200 people by means of stop-talk and stop-search,

and have dealt with more than 40 offenders for a variety of crimes. We have also helped control and support some of the single stand-out events that make our city centre such a welcoming destination.

In particular the team have spent time conducting additional patrols to help reassure retailers and their customers over the same period. We have been able to do this due to the excellent financial and operational support from the staff at Hull BID. I think it is entirely fitting that the BID and its members have played such an integral part in delivering a feeling of safety to the City Centre community.

Although we always seem to be gearing up for the next big calendar event our real task is to deal with the daily business that meets us.

One of the ways we do this is to attend quarterly Community Safety Action Partnership meetings, where community representatives help define the local policing goals for the next three months. These are then pursued by the police and their partners from other agencies and the local authority.

I am determined that the people who strive to make our city centre a vibrant and successful place should see themselves as a genuine community, as valuable as any other. You can influence our objectives by attending these meetings. The next event will take place at the Guildhall between 6pm and 7pm on Thursday 5 March 2009. I hope you can join us.

**Inspector Lee Edwards**  
**Riverside Neighbourhood Police Team**

## YOUR BUSINESS

**Just under a year ago Paul Fielder returned to his native Hull to set up Lime Property. Far from being blown off course by the credit crunch Paul and his dedicated team are already ahead of their ambitious targets for growth, and busy developing innovative schemes such as the Limelife Card.**

### **What services does Lime Property provide?**

We are customer and market driven therefore focussing on rentals in the current economic climate is the best use of resources. We will move into sales when the timing is right. From a business point of view, building up the lettings side to create a large portfolio of properties makes sense as it gives us a solid foundation from which to build. That's our intention for the first year and for our first 6 month target, we're already 20% ahead of where we intended to be in terms of numbers.

### **How do you attract landlords?**

We have adverts in the higher end publications such as The Journal and also make our presence known at corporate events such as sports matches - basically anywhere we think landlords will see us. Landlords we've already recruited have also been keen to pass on our details, I think they appreciate the fact we are proactive and keep in contact with them constantly.



We also deal with relocation agents such as Reckitts, Smith and Nephew and BP. In fact, we've very recently shaken hands with Hull FC and Hull KR to become their preferred relocation agent so when their new players come to Hull they'll move into one of Lime's properties. We hope at some point that Hull City will join us as well.

### **Presumably if you're dealing with these types of organisations you have to make sure quality is uppermost?**

Yes, we want to be known for premium properties and a great customer service and so wouldn't take on property from landlords which doesn't fit our strategy. As a new business, that might sound very risky, but we've stuck to our guns and said 'no' to these properties, because we want to be at the quality end of the market.

### **Tell me about Limelife.**

It stems from our relocation work. People new to the area come to us to rent a property and they come with a wide variety of questions, from where to eat to where can they get their hair cut. The Limelife

## Lime Property



own properties back in Hull.

### **You were doing well in your previous job at ZOO Digital Group PLC in Sheffield. Why risk that to come back to Hull?**

I wanted a new challenge and while I could have done well in my previous job, I would never have made millions. Not that I'm particularly motivated by money, I'm more motivated by seeing my ideas happen and for that you've got to be the boss, which was never going to happen at ZOO.

### **You're a member of various advisory groups in the city. What are your general views on where the city is going?**

The reasons for me volunteering my time on these groups is that I am passionate about making a difference to my city. It's had a bad press for sometime but over the last 18 months things have started to change. Hull Forward is doing things for the city, the Council is starting to get its act together, people have more self-belief and the football club has helped attract national media to Hull. In short, things are improving but there's still some way to go and I want to be a part of the change.

**For more information, see [www.lime-property.co.uk](http://www.lime-property.co.uk) or contact Paul on 01482 216060 / [paul@lime-property.co.uk](mailto:paul@lime-property.co.uk)**

scheme enables our tenants to use the Limelife Card to go to the best bars, restaurants, salons and other businesses and get discounts on their purchases. In this way, the tenant feels that they're getting more than just a property for their money, while businesses who sign up to Limelife are able to target their promotions to our tenants and generate extra business.

### **Where does the name Lime come from?**

The ultimate intention is to move the company to the Fruit Market so 'Lime' seemed an appropriate name. It's a flexible word as well, you change one letter to get 'life' or 'live' and you can also use it in other words such as 'sublime', as we have done in our 'sublime city living' campaign.

### **Are you from Hull yourself?**

Yes, I was born and bred in Hull but then managed to head off to University when I was 18. After that I spent some time in America and then lived and worked in Sheffield for 8 years, during which time I bought my

## Community Forum to Address Business Concerns

**Businesses with any concerns about environmental or safety issues in the city centre are being encouraged to attend a forum recently set up to deal swiftly and efficiently with the problem.**



The Community Safety Action Partnership has been running for a year and aims to give a voice to both residents and businesses in Myton Ward enabling them to fast track any concerns.

Clare Leake, Community Participation Officer for Myton Ward says that the Partnership offers businesses a way to direct public resources to issues that need resolving. She says:

"Following notification of any problem affecting businesses or residents I'll make

sure that a relevant public agency, be that police, environmental health, fire service or community services, target their resources and activities at the problem. These agencies then report back to me every 2 weeks with an assessment about progress."

She gives the example of local residents' concern about how excessive noise in the Trinity Quarter over the summer was resolved by asking local bars to take speakers back inside their premises.

"None of the residents had thought about ringing the Council on their own, but after having attended our quarterly meeting and raised the problem, we managed to direct the environmental health officers at the City Council to work with the bars and the matter was dealt with quickly and with the minimum of fuss."

Clare Leake says she was keen to raise the profile of the Partnership among local businesses.

"I'd encourage them to come along to one of the meetings or failing that, just

give me a call or e mail me and I'll try to sort out the problem."

Philip Overfield, from Hull BID said that he was working closely with Ms Leake and the Partnership to encourage businesses to take part in the process.

"This is working really well in all the other city wards and we're hoping that we can replicate that success in the city centre for businesses."

The Partnership meetings for Myton Ward take place on a quarterly basis at the Guildhall and last for around an hour. The dates of the meetings in 2009 are:

5th March 2009 – 18.00-19.00  
2nd June 2009 – 18.00-19.00  
2nd September 2009 – 18.00-19.00  
3rd December 2009 – Midday-13.00

Clare Leake can be contacted on 01482 318819 or email [clare.leake@hullcc.gov.uk](mailto:clare.leake@hullcc.gov.uk)  
Philip Overfield can be contacted on 01482 611888 or [phil@hullbid.co.uk](mailto:phil@hullbid.co.uk)

## Responses Wanted to Christmas Trading

**Hull BID are asking businesses in the city centre to give them feedback about the Christmas trading period in the centre as well as views about Hull BID promoted activities.**

In particular, Ken Baldwin is interested to hear reaction to the 44 page Christmas Shopping brochure produced alongside VHEY, Hull City Council and Viking FM. A copy of the brochure was sent out to around 50,000 households in Hull and East Riding as well as being distributed in shopping centres and other public spaces in Hull. It included promotional vouchers from a wide variety of businesses, prize competitions, a What's On section, a map, a wine and dine section and information on parking.

He said: "The brochure was put together as a response to the rapidly deteriorating national market condi-

tions in the high street in an attempt to support local retailers. It was the first year of doing it so I'm keen to hear thoughts from local businesses about whether it was effective and what things could be changed to make it better in the future."

In particular he welcomed feedback about contents, types of offers and their presentation, the size of the circulation and the size of the brochure. An online copy of the brochure can be found on [www.shopinhull.com](http://www.shopinhull.com).

Mr Baldwin said that they had already sent out a general questionnaire to some retailers in the centre but wanted to get as wide a range of views as possible from different types of businesses.

"We're keen to get an overall perspective from businesses about the

Christmas period and what things we can do in 2009 to help make this important period more successful. People can either find the questionnaire on our website or they can e mail me directly with their views," commented Mr Baldwin.

To e mail your views contact [ken@hullbid.co.uk](mailto:ken@hullbid.co.uk)





## New Employee Brings 'Hull Passion' to Role

In her former role as HR Manager at a leading Hull hotel one of the first questions Kathryn Shillito asked potential recruits was what they thought of Hull. If they replied negatively, she realised that they probably weren't the right sort of people for the hotel.

"We wanted our staff to be animated and enthusiastic about Hull, to engage customers and hopefully ensure they returned to the city," she said. It is this level of enthusiasm that Kathryn wants to bring to her new role as Project Coordinator for Hull BID.

"What drew me to the role was firstly and foremost, my passion for the city and a desire to promote the good of the city."

That desire stems from a lifetime of working in the business community in the city, from Personal Assistant to the Managing Director of a marketing company in Silver Street at the start of her career, then providing support to her husband's successful motor trading company for 12 years before spending the last decade in managerial roles in the hotel industry in the area, working for 8 years at the Ramada Jarvis hotel and 3 years at the Village Hotel on Priory Park.

"Working in the leisure and hospitality industry has helped me understand the world of business and I've built up a wide range of contacts in both the public and private sectors."

In her new role at Hull BID Kathryn will be responsible for much of the day to day administration of the company as well as liaising with businesses in the BID area, making sure that Hull BID is working for their interests.

"My main strength is a capability to communicate effectively with people at all levels so I hope I can both help and represent businesses in the BID area."

To contact Kathryn about any issue call 01482 611889 or e mail [kathryn@hullbid.co.uk](mailto:kathryn@hullbid.co.uk)

## City Centre News



Attiq 'Teak' Mohammed has opened **VIVA** at 87-91 Ferensway. The new shop is devoted exclusively to women's fashion with a wide range of ladies casual and dress wear for all ages. It also sells footwear, handbags, belts and other fashion accessories. The shop also has an entrance on Brook Street. To see photos of VIVA visit Hull BID's Photo Gallery.

Aiming to provide 'the biggest and best place for a traditional Sunday dinner', **Stanley's Brassiere** has recently opened its doors. Located opposite the Quality Royal Hotel and run by experienced restaurateurs James and Paula, Stanley's opens at 8am for traditional English breakfast and then has a wide range of other dishes until early evening. Call 07500 029500 for more details.

**Hull College** is offering free IT help to local businesses via its Foundation Degree students. The students will be available for 10 weeks from the start of February to help with projects such as creating websites, setting up customer databases, mail merge for marketing and programming for marketing applications. Call Amanda Howard on 01482 598907 for more details.

2009 will see one of Hull's top restaurants, **Mustafa's Restaurant** on Anlaby Road, celebrate 25 years in the city. During that time the restaurant, which serves both English and continental food has built up an enviable reputation for both quality and quantity relying largely on word of mouth recommendations for its custom. To see photos of Mustafa's Restaurant visit Hull BID's Photo Gallery or call 01482 327104 to book a table.



A new website showing how Hull people and Hull ships have influenced the world has been launched by the **University of Hull's** Maritime Historical Studies Centre at Blaydes House on High Street. The site features 35 fascinating stories and can be found via [www.hull.ac.uk/mhsc](http://www.hull.ac.uk/mhsc) or ringing 01482 305110.

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

### BOARD POSITION

A new member for the Hull BID Board is required. Applications are welcomed from levy payers who can demonstrate at least some of the following skills or experiences; succesful activity in a complex partnership environment, achievement of transformational change in an organisation or environment and relevant experiences as a Company Director. The position is unremunerated and will operate for the duration of the existing BID (due to expire October 2011) and for a further 5 year continuation period subject to a succesful ballot. The Board consists of 12 senior figures from both the public and private sector and meets bi monthly to discuss the progress and management of Hull BID. For more information or to apply contact Project Coordinator Kathryn Shillito on 01482 611889 or [kathryn@hullbid.co.uk](mailto:kathryn@hullbid.co.uk).

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## January/February What's On

- 15/1-14/2 - **Bouncers**, Hull Truck Theatre, Various Times
- 23/1 - **International Masters Orchestral Concerts - Halle Orchestra**, Hull City Hall, 7.30pm
- 27/1 - **One Hull Business Forum** - Village Hotel, Priory Park, 4.30pm
- 3/2-7/2 - **The Full Monty**, Hull New Theatre, 7.30pm
- 7/2 - **In Touch with the Romans**, Hull and East Riding Museum, 11am - 1pm
- 9/2 - **Hull Civic Society - 'The Regeneration of Hull Fruit Market'**, Quality Royal Hotel, 7.30pm
- 9/2-14/2 - **Fame the Musical**, Hull New Theatre, 7.30pm
- 18/2 - **In Touch with Inventions**, Streetlife Museum, 11am - 1pm
- 28/2 - **Hull Philharmonic Orchestra**, Hull City Hall, 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](http://www.hullbid.co.uk/events)