

Q1Report

Biz Week event will explore skills of networking

HullBID's contribution to the region's biggest business event of the year could be the pivotal presentation in the week-long programme of seminars, speeches and conferences.

With networking at the heart of the 2014 Humber Business Week programme, HullBID's session will help improve business networking skills and make the most of the opportunities presented by a room full of potential customers.

Guest speaker Bob Spence, whose programme in professional and business networking has been accredited by the Institute of Leadership & Management, will speak about how to develop and use networking skills.

Tamsin Fox-Davies, an acknowledged authority on the commercial use of social media techniques, will speak about how they can be used to generate revenue as Hull prepares and delivers the 2017 City of Culture programme.

The Holiday Inn Marina Hotel will be the venue for the HullBID event, which will run from 5.30pm until 7.30pm on Wednesday 4 June. Admission will be free of charge and will include a light buffet. With demand expected to be high, delegates will be required to book in advance.

Kathryn Shillito, HullBID City Centre Manager, said: "The HullBID networking event at last year's

Humber Business Week was a great success and also helped to launch our regular programme of networking events.

"Once again this presentation will be open to BID members and to businesses from outside our area, reflecting the growing appeal of our events. The subject matter is fascinating – with so many networking events taking place year round it's worth thinking about how you can make the most of them, and Bob Spence will offer some expert guidance.

"We examined elements of social media at last year's event but Tamsin will take that a step further and apply it to the build-up to City of Culture. The content of both presentations will be directly relevant to businesses in all sectors."

Other events in the tenth Humber Business Week will include the Hull and Humber Chamber Expo, a Bondholder breakfast and a Youth Enterprise summit, building up to the Yorkshire International Business Convention, which will be headlined by Nobel Peace Prize winner and former South African President FW de Klerk.

Kath Lavery, Chair of Humber Business Week, said: "We are extremely excited about this year's calendar of events. With a mix of presentations, expos, workshops and annual conferences there really is something for everyone."

To book your place at the HullBID Biz Week event please contact Alana Ennis on 01482 611802, or email alana@hullbid.co.uk

www.humberbusinessweek.co.uk

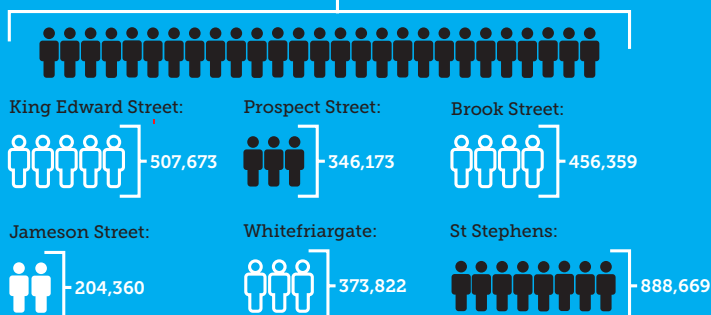


Delegates at Biz Week 2013

Stats dashboard Jan – March 2014

FOOTFALL (Feb2014)

City centre: 2,777,056



HULLBID
radios distributed:



CCTV cameras
installed:



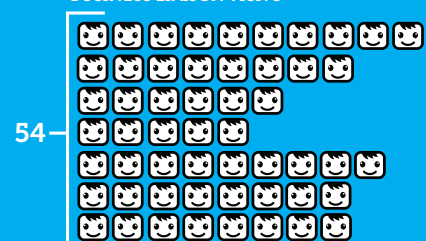
CLEANING
PROJECTS:



GRAFFITI TAGS
REMOVED:



BUSINESS LIAISON VISITS



Finance

With an income of approximately £93,000 for the months of January/February/March 2014, the beginning of the year was relatively quiet in spend terms with minimal investments being made over and above the static costs.

As we progress through the year, the income for April to June will be approximately £118,000; this period will see significant investment into our annual Fashion Week amounting to £28,000. As always, the event provides a cost-free platform to promote many of our member businesses in the fashion and beauty sector. What is also worth mentioning is the significant

'in kind' support we receive which enhances the true value of these events.

The levy invoicing and collection process is administrated on our behalf by Hull City Council and it's pleasing to note that the collection rate achieved across 2013/2014 is just under 97%. We appreciate these are difficult times but we believe this achievement reflects that businesses are recognising the value of the works, services, initiatives and activity HullBID provides, and see that as a business expense the levy represents value for money.

• Note: The annual levy invoice will be sent out in June 2014 and will be accompanied by our annual financial update.

Featured new businesses



Café Kardomah and Studio 94 at 94 Alfred Gelder Street

Café Kardomah and Studio 94

A 1960s office block is emerging as a hub for the promotion of local art and culture activities in Hull city centre.

Café Kardomah has opened as live performance space and has already presented productions by resident theatre company Ensemble 52. It will soon add a restaurant, café bar and coffee shop.

On the fifth floor, Studio 94 is home to two businesses which have relocated from the University of Hull's Enterprise Centre – independent film company Panopticon and book publisher My Little Big Town, which is just one of the creative companies run by artist and entrepreneur Calvin Innes.

Café Kardomah : 94 Alfred Gelder Street, Hull, HU1 2AN

Studio 94: tel: 01482 363060 **web**: www.studio94.org **email**: studio@studio94.org



Nick Wright of the Go Dutch Pancake House with HullBID City Centre Manager Kathrynn Shillito and chef Benjamin Martin.

Go Dutch Pancake House

The development of a dining quarter in Paragon Square, Hull, took a major step forward with the opening of Go Dutch Pancake House.

Husband and wife team Bernie and Nick Wright were inspired by family holidays in the Netherlands and conducted painstaking research – even finding a flour mill which is a favourite of Dutch pancake restaurants and which supplies flour for a secret recipe.

Diners can Go Creative with their pancakes by selecting their own sweet or savoury toppings. A range of special pancakes includes Go Mexican, Go Italian or Go Elegant.

Go Dutch Pancake House 6 – 8 Paragon Square, Hull, HU1 3QT

tel: 01482 223525 **web**: www.godutchpancakehouse.co.uk **email**: godutchpancakes@gmail.com

Other new members

Ebenezer Morley

With Hull City's FA Cup exploits this season, the Ebenezer Morley could not be more aptly-named. Ebenezer Cobb Morley was born in Hull and founded the Football Association in 1863. This new was pub opened earlier this year by Paul Berrey and Vicky Miller, as the curtain came down on the FA's 150th anniversary celebrations. Not surprisingly the emphasis is on live sport, with 16 TV sets and a ten-foot big-screen option.

Ebenezer Morley 12-14 Anlaby Road, Hull, HU1 2PA **tel**: 01482 214130

Kingston Hotel

Lisa and Mark Fowler have turned the Manchester Arms in Scale Lane, Hull, into a favourite Old Town pub during the last two years and are now planning to build on the popularity of the Kingston Hotel in Trinity House Lane. The couple have revived the darts teams and added a pool table. With an eye on the Hull Real Ale and Cider Festival they've also added two more hand pumps, giving a total of four hand-pulled ales.

Kingston Hotel 25 Trinity House Lane, Hull, HU1 2JA

Cheeky Smokes

Cheeky Smokes is on the expansion trail, with owner John Wilson hoping to have six outlets during the first half of this year as he offers people an electronic alternative to traditional cigarettes. Linda Bottrall is the Manager of the store which sells products with flavours ranging from tobacco to exotic fruits – and there is even a "try before you buy" service. Opening hours are 8.30am until 5.30pm on Monday to Saturday and 11am until 4pm on Sundays.

Cheeky Smokes 76 Prospect Centre, Hull, HU2 8PW **email**: sales@cheekysmokes.co.uk

Three Month diary

April '14

16th: HullBID Retail Group Meeting

18th: Good Friday

19th: Edwardian Easter

21st: Easter Monday

24th: HullBID Evening Economy Meeting

26th: Hull Fashion Week starts

May '14

2nd: Trinity Open Market

3rd: Hull Fashion Week Finale

5th: Bank Holiday

8th: HullBID Awards

23rd: HullBID Security Forum

26th: Bank Holiday

June '14

4th: HullBID Biz Week event

6th: Trinity Open Market

8th: Run for All Hull 10K

11th: Queen's Baton Relay

21st: P1 Superstock Championship starts

27th: HullBID Security Forum

28th: Lord Mayor's Centenary Event

Would you like to share some good news? Call Alana on 611802 or email alana@hullbid.co.uk.

See www.hullbid.co.uk for full details

↗ We communicate

HullBID networking events gaining momentum

Tourism, culture and sport have been setting the agenda for HullBID's increasingly popular networking events, giving members the ideal opportunity to mix business with pleasure.

As this edition of the newsletter went to press, preparations were well under way for a networking event at Hull New Theatre which

included a complimentary seat at the Northern Ballet production of Cinderella.

In July, as the World Cup dominates the media, sport will be the theme and specialist sports lawyer Richard Parnell of Bridge McFarland Solicitors will be one of the guest speakers at our summer networking event. In January it was tourism as David Hatfield, First TransPennine Express Station Manager for the North Humber and North Yorkshire area, and Colin Brown, Chief Executive of The Deep, spoke of exciting developments at their businesses.

Kathryn Shillito, HullBID City Centre Manager, said: "Our networking events are gaining momentum and proving very popular.

"The event at The Deep informed us of the exciting plans which First TransPennine Express has for improving Paragon Station and the

Transport Interchange and also gave us the inside story on the project to bring the Gentoo penguins to Hull.

"Full details of our July event will be announced nearer the time and we will be lining up some presentations by BID businesses and contacts who are working in sport at a very high level."



HullBID's Kathryn Shillito with Colin Brown, Chief Executive of The Deep, and David Hatfield (left) of First TransPennine Express.

↗ We innovate

Sponsorship pack will boost event funding

HullBID is boosting its funding and adding value for member businesses by taking an innovative new approach to events and activities in the city centre.

The BID team have produced a sponsorship pack to show businesses how they can share in the success of events such as Fashion Week, the Yum! Festival and Hull Trinity Festival and

help to attract more people into the city centre.

HullBID has built a strong track record of partnering with city centre businesses and has secured sponsorship in the past on a small scale. The aim now is to build on that by offering members the opportunity of greater involvement and encouraging businesses from elsewhere to invest in BID and its activities.

Kathryn Shillito, HullBID City Centre Manager, said: "While it's still completely free for BID member businesses to become involved in HullBID events, these sponsorship packages offer opportunities to businesses who really want to make a big impact whilst also supporting city centre activity."

Contact Alana Ennis on [01482 611802](tel:01482611802) for sponsorship opportunities including Yum! Festival (7 - 9 August) and Hull Trinity Festival (26 - 28 September).



HullBID is seeking sponsors to make events such as Hull Trinity Festival (pictured) even bigger.

↗ We promote

Edwardian Easter event to pull in crowds

The hugely successful Victorian Christmas event which brought together businesses and the museums team in Hull's Old Town has inspired the introduction of another historic celebration for Easter.

Organised by Hull Museums and Heritage Learning and supported by HullBID, the Edwardian Easter on Saturday 19 April will follow much of the format which proved so appealing last November, as a crowd estimated

at around 10,000 flocked to High Street and Scale Lane.

Dennis Wann, licensee of the Sailmakers Arms in High Street, said the event will be enhanced by the closure of High Street to traffic, creating more space for pedestrians and for a special edition of Trinity Open Market which will see the amount of stalls double from last year.

Dennis said: "It remains to be seen whether Edwardian Easter will attract more people but I would expect the road closure to encourage them to spend more time here, with the market much more visible this time."

The change means the stalls which operated inside the Sailmakers Arms for the Christmas event will move outside, leaving Dennis more space inside for customers to enjoy buskers and an Easter menu.

Other attractions will include a helter skelter, an Easter bonnet competition and a family Easter egg hunt sponsored by Hull FC. The event will run from 10am until 4pm and a vintage bus will transport passengers from the Transport Interchange to High Street from 9.45am.

For more information, visit www.heritage-learning.com



Naomi Broadhead of Heritage Learning will play an Edwardian character at the Easter fete and market.

↗ We collaborate

Dutch dash brings students to Old Town market

A Dutch dash by almost 200 students added a continental flavour to Trinity Open Market as the result of a partnership between HullBID, Hull College and market organiser Julie Buffey.

The students arrived from The Hague University laden with products which they had designed, made or purchased as part of their Young Enterprise course.

They divided their day in Hull between selling at a specially expanded market, and spending the proceeds in the city centre.

Martijn Borsje, a lecturer at The Hague University, said: "I wanted the students to work in the UK because the currency is different and English is a good language for business. I chose Hull because for us it is just around the corner."

Lizann Lowson, Head of School of Business, Computing, Professional and Enterprise at Hull College added: "Hull College has a strong partnership with HullBID and Trinity Open Market and this is a good example of how events can benefit a range of stakeholders."

Julie Buffey is also planning special markets for the Edwardian Easter event on Saturday 19 April, Hull Fashion Week on Friday 2 May and the Lord Mayor's Gala on Saturday 1 June.



Students from Hull College and The Hague University building Anglo-Dutch relations at Trinity Open Market.

Q1News

City Hall adds to the style for Fashion Week finale



The finale of Hull Fashion Week 2014 will be hosted by Northern rapper Luke Chambers and BBC Radio Humberside presenter Lizzie Rose.

A radio presenter and a rapper will join forces in the magnificent surroundings of Hull City Hall for the climax of the 2014 Hull Fashion Week.

BBC Radio Humberside presenter Lizzie Rose and northern rapper Luke Chambers – aka Nineties Boy – will co-host the event which will bring down the curtain on a week of activities to showcase the best of Hull's fashion and style offer.

Hull Fashion Week, which is organised and funded by HullBID, opens on Saturday 26 April until the finale on Saturday 3 May. The event, which is now in its fifth year, is expected to attract thousands of people into the city centre from across the region.

Activities will include catwalk shows, demonstrations and displays from large and small businesses operating in the fashion and beauty sector, including Hull's three main shopping centres, the major department stores,

independent clothing retailers, hair and beauty salons.

Local history will be reflected when the spotlight falls on Hull's "three-day millionaires", the trawlermen, dressed to the nines, who splashed the cash during their short time ashore.

Social media will be the driving force for a campaign to persuade people to reveal their fashion disasters, with fashion and style gurus from the local retail scene invited to give their views on how to deal with garish garments.

Lizzie, who has been working in the media ever since she left Cottingham High School, said: "I'm prepared to admit that I've had some pretty strange outfits over the years. I'm not sure whether I still have any but I certainly have some photographs."

Luke, who presented the hugely successful Hull Trinity Festival last year and is now working on his new EP, added: "I've worn some shocking

clothes over the years and I've still got some of them. I'm really looking forward to working on Hull Fashion Week and will hopefully pick up a few tips!"

Kathryn Shillito, HullBID City Centre Manager, said: "Our Fashion Week has become established as one of the biggest and most spectacular events of the year in Hull city centre.

"The challenge every year is to come up with something more creative and more eye-catching but we are confident we can do that once again with an amazing variety of products and services from our city centre businesses, another iconic building as the venue for our finale and two young, local media personalities to host the event."

Full details of Hull Fashion Week are still being confirmed and will appear on the official website at www.hullfashion.co.uk

Do you have a story you'd like to share?

For more information about how to share your news or ideas, email alana@hullbid.co.uk or call on 611802.

www.hullbid.co.uk

News

Whittington & Cat ready to re-open with a new look

A city centre pub which lost its entire festive trade after being swamped by the December floods is counting down to a re-opening and a new look.

The Whittington & Cat in Commercial Road, Hull, will re-open on Friday 9 May after bouncing back from disaster and taking the opportunity to revamp the building and the menu.

Owner Sue Perkins said she only kept the business alive by using her savings plus the revenue from her other pub, The Railway in New Ellerby.

Sue said: "The flood left the place in such a

mess that we knew straight away we would be closed for a long time. Even if we had escaped a lot of businesses would have cancelled their Christmas events because they were so busy cleaning up their premises."

The refurbished Whittington & Cat will have a new bar with the same high quality drinks – including hand-pulled beers – and a menu which is expanding to feature lighter options. Sue has also swapped the loos around, with the more spacious gents converted to the ladies to accommodate baby changing facilities.

Sue said: "We were getting a lot of families, particularly from Kingston Retail Park, and the changes to the loos will benefit them. A lot of our regulars have been to see us at The Railway and we can't wait to welcome them back to the Whittington & Cat."

Whittington & Cat Commercial Road, Hull, HU1 2SA
web: www.whittingtonandcat.com
tel: 01482 327786



The Whittington & Cat public house, situated on Commercial Road, will re-open soon following a refurbishment due to flood damage.

Full house is expected for awards event



The Hull Business Improvement District Awards will take place on Thursday, 8 May at Hull Truck Theatre.

The first Hull Business Improvement District Awards are building towards a full house when the winners are announced at Hull Truck Theatre on Thursday 8 May.

The Hull Daily Mail, which has been working with HullBID to co-ordinate the event, reports huge interest among the Hull city centre business community. HullBID Support Officer Mark Andrews said the awards have proved a real talking point on his visits to businesses.

Mark said: "We have had a very positive reaction from businesses and have collected a lot of nomination forms."

Jamie Macaskill, the Mail's Deputy Editor, added: "There has also been a great response with online entries and not just from the businesses – a lot of nominations are from customers who want to tell us about the great service they have received."

The award nominations were launched in February, giving an opportunity for employers and individuals – and for the city centre as a whole – to gain greater recognition in the

only competition dedicated to city centre businesses.

Categories include a Safe City Award, Pavement Pride Award, City Ambassador Award and Community Spirit Award. There are also awards for outstanding employees or teams, best business start-up and outstanding business development.

The deadline for entries has now passed, leaving some big decisions to be made by a judging panel which comprises HullBID City Centre Manager Kathryn Shillito, Hull Daily Mail Managing Director Mike Pennington, Hull Civic Society Chairman John Netherwood and Pauline Speed, the Love You 2 Appeal Manager at Dove House Hospice.

Hull Daily Mail readers have been invited to vote in the final category – Service with a Smile.

Admission to the presentation evening is free of charge* for BID member businesses and details can be found on the HullBID website at www.hullbid.co.uk (*Subject to availability).

DJs in demand but Bob's the man for batteries



Paul Green (left) and Richard Hewick, founders of the Stuf shop on South Street, with broken mobile phones.

A team of pub and club DJs are applying their experience of Hull and East Yorkshire night-life to their day job of buying, selling and repairing high-tech gadgets.

Paul Green and Richard Hewick, founders of Stuf, have seen the worst that people can do when it comes to smashing their phones, laptops and tablets.

"We work in the pubs and clubs around the city and we see mobile phones taking some real hammer," said Paul, whose team is completed by three fellow DJs.

"People drop phones down toilets, onto dance

floors, but we can usually get them working again. One chap dropped his phone as he ran across the road at St Stephen's and it was run over by six buses and a taxi, but we fixed it."

Paul is a former Viking FM presenter, Richard is a former Vodafone business manager and the best friends launched Stuf in South Street, Hull, seven years ago.

Paul said: "We are looked upon as an advice centre for gadgets. If people have a problem we are happy to see what we can do, and if we can't fix it we will probably know someone who can. Someone came in and asked if we sold watch batteries. We don't but we sent them to Bob across the road because he does."

"We all work together round here, working with the other businesses and with HullBID. There's a good community feel."

Stuf 12 South Street, Hull, HU1 3QG
web: www.webuystuff.co.uk
tel: 01482 221014

News

Pasikonik tunes in to benefits of HullBID radio

A Polish businessman who funded his early ventures by working in security has endorsed the benefits of HullBID's radio system.

Krzysztof Lisiecki said his experience of bar and restaurant security convinced him of the value of the service, which links Hull city centre businesses with each other and with Humberside Police.

He said the radio will give extra protection to staff at his Pasikonik East European supermarket in Carr Lane, and to customers of all nationalities.

He said: "I know from experience that a radio system is very helpful so as soon as HullBID told me about it I was very interested."

"We see ourselves as part of the city centre business community. That is why we opened our store in Carr Lane rather than areas such as Beverley Road and Anlaby Road."

Krzysztof arrived in the UK ten years ago and found work in a factory before gaining his Security Industry Authority qualifications and working late into the night helping to fund his business ventures which over the years ranged from a garage to a beauty salon and solarium. Pasikonik has grown into a successful brand with stores in Hull, Goole, Wisbech and Mansfield.

He said: "We want to welcome customers of all nationalities so we were very happy when we found premises opposite Primark. We want to show people that the food here is of excellent quality and competitively priced."

HullBID has now provided around 300 radio sets to a variety of businesses throughout the city centre. Business owners pay a fee for the radio handset but HullBID covers all administration and training costs.

Pasikonik 57 Carr Lane, Hull, HU1 3RF
web: www.pasikonikstores.co.uk
email: hull@pasikonikstores.co.uk



Convenience is key to new stores

Changing shopping habits are behind the opening in Hull city centre of a new Tesco Express store, according to Mark Griffin, the Manager of the site.

Convenience for workers in the area coupled with the need for local facilities for the increasing number of city centre residents prompted the decision to invest in the King Edward Street premises, which opened in February.

The move also created six new jobs, with Tesco

finding the remainder of the store's 20-strong workforce from its other outlets in the area.

Mark said: "There is more demand these days for smaller shops and this is one of our 'on the move' stores, with a good range of snacks and sandwiches. But we also offer the usual Tesco click and collect service."

Kathryn Shillito, HullBID City Centre Manager, said: "It's great to see Tesco investing in our city centre and, coupled with the new store openings in the last year by Heron and Pasikonik, it adds to the convenient shopping options for people who work in the city centre."

"The opening of these grocery stores also reflects the increasing residential take-up in

the city centre, which will clearly benefit other HullBID member businesses."

Tesco Express 10-14 King Edward Street, Hull, HU1 3SS
web: www.tesco.com



Chair's statement Jim Harris, HullBID Chairman

The first few months of 2014 have been all about success stories, with footfall in Hull city centre on the increase and new businesses demonstrating their confidence by opening in our streets and shopping centres.

It is very exciting to see such a wide range of businesses adding to Hull's retail offer and attracting more people. Footfall in January was up to 3.4-million compared to 2.7-million last year, and for February to 2.8-million from 2.5-million.

As we look forward to big events such as Hull Fashion Week, the HullBID Awards and the Yum! Festival there are plenty of reasons for optimism.

The HullBID team

To find out about our board directors, visit www.hullbid.co.uk



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Your HullBID

Q

How many businesses are in the HullBID area?

A

HullBID covers the nucleus of Hull city centre and our area encompasses approximately 760 different businesses, spread across 1130 commercial properties. Our BID Member businesses are diverse and include those from the private, public and voluntary sectors.

Got a question?

For more information about how to share your news or ideas, email alana@hullbid.co.uk or call on 611802.

www.hullbid.co.uk