

# Q2Report

## Businesses show their backing for major HullBID events

Directors and management of HullBID are looking to build on the success of the inaugural awards event with more entries and a wider audience as they plan a repeat next year.

HullBID is also committed to capitalising on a Fashion Week which businesses and public hailed as the best yet, and which is recognised as having found a natural home at Hull City Hall.

Kathryn Shillito, the HullBID City Centre Manager, reviewed both events in her report to the BID Board, which comprises a cross-section of city centre business representatives.

Kathryn said: "The awards were a first for HullBID and they were a great success. We partnered with the Hull Daily Mail to organise the event and

with businesses throughout the city centre who supported us as sponsors and entrants.

"Fashion Week was excellent with so many highlights. Hull City Hall is a beautiful building and the grand finale really found its home there. Our 'Make Fashion Your Business' networking event demonstrated that HullBID has really found its niche when it comes to giving businesses the chance to get together informally."

The HullBID Awards were launched in February with a campaign in the Hull Daily Mail and were presented in May at a ceremony hosted by Kathryn alongside Mail Editor Neil Hodgkinson.

Kathryn said: "We received more than 250 nominations covering 88 different businesses and

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### BID HOTLINE 611888

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## Finance

As a BID member business, you should have recently received your annual BID levy invoice (submitted by Hull City Council who collect the levy on our behalf). Also enclosed was our annual 'Finance Update' leaflet which gives a clear indication of how funds have been apportioned in our previous financial year. If you have any queries around this please give us a call; similarly any queries around your levy invoice should be directed to the Council by telephoning 01482 613615.

For the months of April to June 2014 we budgeted a spend of £109,851 which was up on the previous three months expenditure. This was predominantly due to the HullBID Awards and HullBID Fashion Week in late April/May which are two key events in our calendar commanding significant funding. The number of BID member businesses who participated in both events

at no cost exceeded 50. Our finalised figures to the end of May show that although we experienced overall a slight underspend, expenditure was well-controlled in line with budget.

As we progress through the months of July to September, our anticipated spend will be approximately £140,716 which will incorporate key events and initiatives including Hull Trinity Festival and the production of a new 'Experience Hull' website.

We continue to receive additional funds from sponsorship, hire of our gazebos etc, however if we were to put a value on the in-kind support we receive, this would amount to tens of thousands and we are indebted to those who help.

## Featured new businesses



Bar 82, Princes Dock Street.

### Bar 82

Mike Gaukroger has combined his experience in marketing with ideas from his world travels to come up with something different for Bar 82 café bar. The business is the latest addition to the strip along Princes Dock Street, Hull, and has a team of eight serving good food and drink six days a week. House specialities include meat and cheese boards, an international beer selection and afternoon tea served in a birdcage! Mike said: "I worked in Leeds and Manchester and then travelled throughout Australia and the Far East. When I came back to Hull I wanted something different for a night out, and this is it!"

Bar 82: Princes Dock Street, Hull. **tel:** 01482 221221 **email:** enquiry@bar82.com  
**facebook:** www.facebook.com/cafebar82 **twitter:** @bar\_\_82



Advantage Sports, Savile Street.

### Advantage Sports

The team behind Advantage Sports is aiming to become established as a one-stop sports shop after opening in Savile Street, Hull. Rhonda Nozedar, one of the partners in the business, says the specialist product range from around the world is attracting customers to Hull from across Yorkshire. In particular the store is appealing to rugby league fans with its stock of Australian National Rugby League merchandise as well as supplement products. However the ability to design and produce kit is helping the business meet the needs of local clubs in a range of sports.

Advantage Sports: Savile Street, Hull. **tel:** 01482 216151 **email:** Rhonda@advantagesportsuk.com  
**twitter:** @AdvantageHull

## Other new members

### The Brief

A former solicitors premises in the Old Town of Hull has undergone conversion into a new wine bar. The Brief opened during May in Manor Street, close to Land of Green Ginger, and serves sandwiches, light bites and tapas. The bar is open from 9am until 5pm Monday to Thursday and 9am until 11pm Friday and Saturday. It can also be booked for business meetings and other private functions.

The Brief: 11a Manor Street, Hull. **tel:** 01482 217721 **email:** TheBriefWineBar@yahoo.co.uk **twitter:** @Thebriefhull

### TH3 Design

A graphic design agency whose clients range from fast-growing local businesses to established international brands has added to the range of creative businesses in Hull's Old Town. TH3 was launched by University of Hull graduate Tom Hurt four years ago when he returned to the area after working for London-based agencies. TH3's services include traditional graphic design as well as web design, social media and general digital marketing.

TH3 Design: River House, 147 High Street, Hull. **tel:** 01482 223469. **email:** hello@th3design.co.uk

**web:** www.th3design.co.uk **twitter:** @TH3\_Design

### P&C Freefrom

Charlie McGahey opened P&C Freefrom in memory of his late wife after she died of cancer, the symptoms of which were masked by the effects of coeliac disease. Pat and Charlie had planned to open a café and shop specialising in gluten-free and wheat-free products, but shelved the idea after Pat's diagnosis. Charlie runs the shop single-handedly and opens from 9am until 5pm Monday to Saturday selling specialist food and also passing on advice and recipes for people who have coeliac disease.

P&C Freefrom: 81 Prospect Street, Hull. **tel:** 01482 216299 **email:** pandc-freefrom@hotmail.co.uk

### My Cup Of Tea

A traditional approach which extends from the menu to the 1940s theme is behind a tea room opened by Mandy Regan. Open from 10am until 4pm, Monday to Saturday, My Cup Of Tea offers sandwiches, quiches, cakes, cheesecakes and more with the emphasis on home-made quality in a relaxed and friendly environment. Afternoon tea is a speciality, with sweet and savoury delights served on a three-tier stand.

My Cup Of Tea: Paragon Street, Hull. **email:** regan1960@hotmail.co.uk

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

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## We communicate

### Sporting theme for BID networking event

The best and worst of sport will fall under the spotlight at the next HullBID networking event, aptly named 'Talking Sport'.

BBC Radio Humber'side's Hull City commentator David Burns will be on home ground for the session as he hosts a question and answer spot with Ian Ashbee, who led City into the Premier League via a Wembley play-off victory in 2008, and Ken Wagstaff, the legendary striker who

starred for the club for 12 years from 1964.

But the darker side of sport will be discussed by Richard Parnell, Managing Partner of Bridge McFarland Solicitors and an aspiring sports lawyer. With the Tour de France dominating Yorkshire's sporting agenda this summer Richard will look at the impact of doping in professional sport

The fascinating subject matter points to another full house at the BBC Open Centre, Queen's Gardens on Wednesday July 16, as does the success of the last two years.

During Hull Fashion Week it was standing room only for HullBID's 'Make Fashion Your Business' event at Caffè Nero within the House of Fraser store when Hugh Rice Jewellers gave a fascinating presentation.

## We innovate

### HullBID in focus for Government review



DCLG commended HullBID's work around safety and security.

HullBID played its part in the Government's review of Business Improvement Districts as City Centre Manager Kathryn Shillito hosted a visit by officials from the Department for Communities and Local Government (DCLG).

The representatives arrived in Hull as part of a study which also included meetings in London and Birmingham with the Association of Town and City Management (ATCM) and BIDs elsewhere in the UK.

A report from the ATCM identified some key contributions from BIDs to the communities in which they operate, including safety and security initiatives and input in planning and economic development issues.

The report suggested that BIDs may be able to take on more responsibilities, but it recognised

of them take photographs and some were asking if we had any souvenirs, so we produced some postcards."

A freelance photographer commissioned by HullBID took photographs of the pub as part of his assignments to promote city centre businesses. Claire and Leila added some information about the history of the pub having conducted their own research.

Claire said: "The Punch was built in the 1840s and is a Grade II listed building. It used to face the dock, but it was knocked down in the 1890s and then rebuilt facing Queen Victoria Square.

"It is an amazing building but there is tragedy in the history. The pub escaped unscathed from the air raids of the Second World War but the licensee and his family were killed when they

For Humber Business Week guest speakers Bob Spence and Tamsin Fox-Davies also attracted a capacity crowd to the Holiday Inn Hull Marina Hotel for a lively event which looked at how to use City of Culture status to build business and how to maximise the benefits of social media.

To book for the networking event on July 16 please contact Francesca Sharp on 01482 611850 or Francesca@hullbid.co.uk



that such expansion would raise questions about funding and it underlined that the role of BIDs is to add value rather than to replace existing services.

Kathryn said: "We welcomed the visit by the team from DCLG because we see that as recognition that HullBID is established, innovative and making good progress with our member businesses and our other partners.

"The study covered the work that HullBID carries out and also looked at issues surrounding the ballot process, the arrangements around the levy and our relationship with the local authority and other stakeholders. It is encouraging to see that the DCLG are of the view that BIDs have a vital part to play in the future and HullBID particularly is seen as a successful, impactful BID".

took shelter nearby in the Prudential building."

The modern day Punch Hotel is popular with local residents, workers and shoppers and also with visitors to the city who call in to enjoy the high quality food and drink – and postcards.



Kathryn Shillito (centre) with Leila Bolton (left) and Claire Bennett.

been with HullBID for more than four years, and colleague Raich Orr, a Support Officer for more than two years.

Meeting every month at the Mercure Hull Royal Hotel, it brings together representatives of Hull City Council's anti-social behaviour team, Humber'side Police and security staff from the city centre's major stores and shopping centres.

Smaller businesses are also welcome but must sign-up to a data-sharing agreement which ensures confidentiality in the exchange of information about criminals known to be active in the HullBID area.

Mark said: "The Security Forum has been operating since around 2008 and all the feedback indicates it is very effective in helping businesses work together to reduce crime."

The next three meetings will take place on 1 August, 5 September and 10 October.

Businesses interested in attending should first contact Mark at the HullBID office on 01482 611888 for further information.



Mark Andrews, Chair of the HullBID Security Forum.

## We promote

### Demands of tourists put pub in the picture

A city centre pub is gaining recognition as one of Hull's tourist attractions after popular demand led to the production of a batch of postcards.

Claire Bennett and Leila Bolton, joint licensees of The Punch Hotel in Queen Victoria Square, decided to get some cards printed in response to repeated requests from visitors to the city.

Claire said: "People do admire the building. A lot

## We collaborate

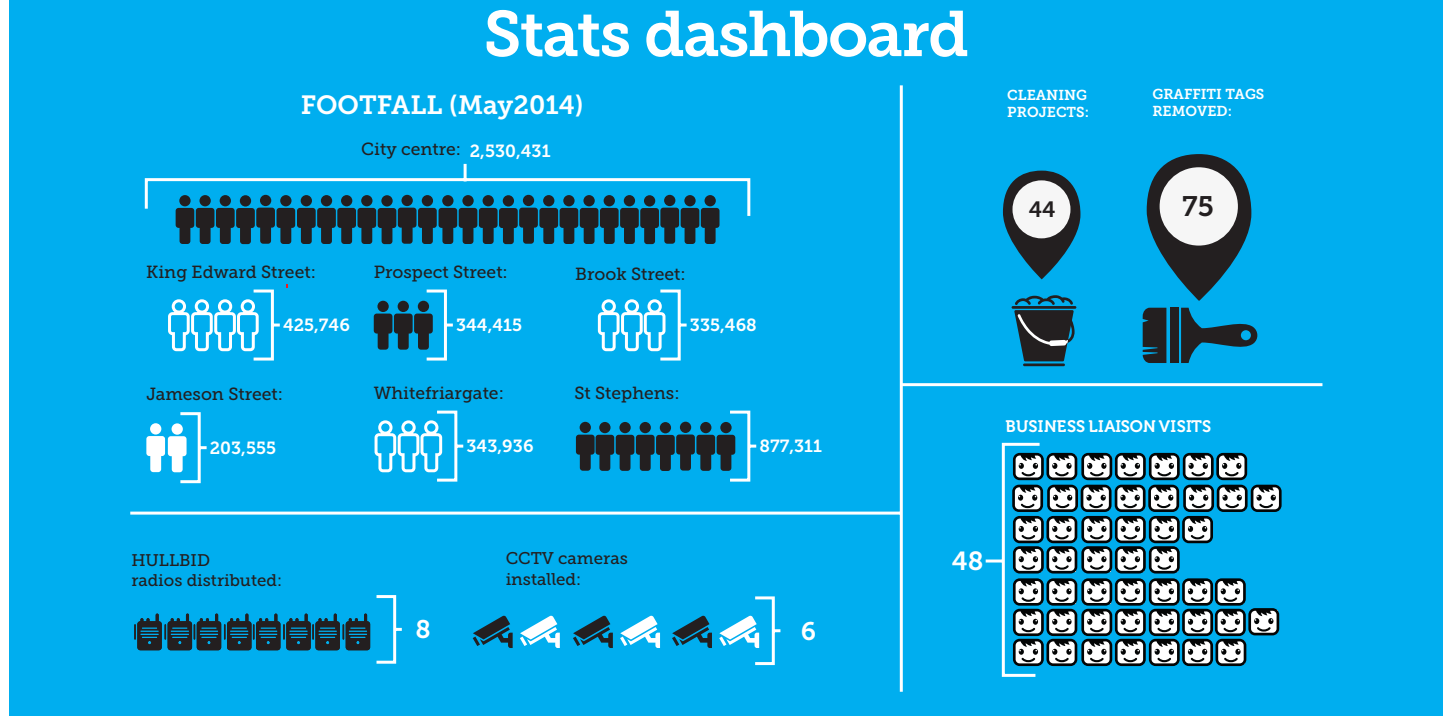
### Security Forum helps the fight against crime

Businesses throughout the city centre are sharing in the benefits of a crime prevention initiative which is one of HullBID's unsung success stories.

Word of mouth – and the HullBID radio system – are the main communication tools when it comes to promoting the Security Forum, and the result is increasing interest among businesses who want to work together to beat crime and anti-social behaviour.

The Security Forum is managed and chaired by Support Officer Mark Andrews, who has

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All information is correct at time of print but may be subject to change.

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# Q2News

## Yum and Trinity will pull the crowds into city centre



Crowds flocked to the 2013 Yum! Festival of food and drink.

Hot on the heels of two of HullBID's most successful events, businesses are now preparing for a festival programme which will attract thousands of people into the city centre.

The Yum! Festival of food and drink will be bigger than ever this year and will feature a strong international theme when it takes place between Thursday 7 August and Saturday 9 August.

Hull Trinity Festival, which will take place from Friday 26 September until Sunday 28 September, will build on the success of last year's event which broke new ground by giving top local bands the chance to perform on a big stage in the stunning surroundings of Trinity Square.

Kathryn Shillito, HullBID City Centre Manager, said: "We have had a fantastic year so far with our business networking events and our free public attractions and the plans we are putting in place for the Yum! Festival and Hull Trinity Festival will see us build on that.

"Both events were very successful last year and the changes we are making will enhance them for this year. The aim is to attract more people

and get them talking about how wonderful and vibrant the city is which will encourage return visits, ultimately benefiting our members."

The Yum! Festival will again take place in King Edward Street and Queen Victoria Square and will feature a record number of exhibitors including many BID businesses.

The event will support the City of Culture mantra of "Tell the World" by presenting an array of international food. Around 100 businesses representing 16 different cuisines have applied to join the Festival. There will also be an international element to the evening activities, with British, American and Indian themed entertainment.

Kathryn added: "This year we will be taking the Yum! Festival on a new journey by diversifying its food and drink offer. We're hoping to appeal to a much wider audience by offering tastes, cultures and drinks from around the world, whilst also celebrating and telling the world about the food, drinks and their history that have originated right here in Hull."

Hull Trinity Festival will once again be hosted by northern rapper Luke Chambers – aka Nineties Boy – who was a big hit at last year's event and who also co-hosted this year's Hull Fashion Week finale with BBC Radio Humberside presenter Lizzie Rose.

Alana Ennis, HullBID Project and Events Manager, said: "We aim to follow last year's hugely successful format, with national bands to headline the main stage on the Saturday and Sunday evenings, supported by some of the best local talent.

"When the main stage closes at 9pm visitors will be encouraged to visit pubs, clubs and café bars around the Old Town to enjoy more live music from local performers. The big attraction on the Friday night will be a fund-raising gig for Holy Trinity Church featuring the Black Delta Movement and other home-grown bands."

For full details as they are announced please visit [www.yumfestival.co.uk](http://www.yumfestival.co.uk) and [www.hullbid.co.uk/events](http://www.hullbid.co.uk/events)

## News

### HullBID Board welcomes three new Directors

Variety and experience are the key qualities brought to the HullBID Board by three new Directors who recently took up their posts.

Steve Allbones, Julie Buffey and Claire Suggitt, who each represent BID levy-paying businesses, have worked in the Hull area for a number of years and are well known in the local business community. But they operate in different sectors and will represent a wide cross-section of interests.

Julie, who owns the Roisin Dubh shop in Hepworths Arcade and also established Trinity Open Market, coincidentally won the City Ambassador Award at the recent HullBID Awards for her work to revitalise the Old Town.

She said: "It's lovely to be asked to be involved

and I am proud to represent independent businesses. I have worked closely with HullBID since I opened my shop and the work BID does really supports businesses in the city centre."

Claire is from a different branch of the city centre retail community having recently taken over as Centre Manager at Princes Quay Shopping Centre, where she joined the team more than two years ago.

She said: "Princes Quay is in a pivotal position in the city centre and HullBID has given me fantastic support. I am working to get more recognition for Princes Quay and to build partnerships with the key players in the city to increase footfall and help the businesses in my centre."

Steve was a HullBID Director until he left the city and his job at KC in 2012 to take up media industry roles in Lincolnshire. Now back at KC, he has returned to the Board.

He said: "On returning to Hull I've found a lot more optimism and cohesion. As a business we are trying to be part of local life. Employing local people and supporting a thriving city are really important to us."

The Board now comprises representatives from public and private sector organisations within the HullBID area. It holds bi-monthly meetings to discuss the finances, activities, management, and progress of Hull BID. The Directors are unremunerated.



New BID Board Directors (from left) Julie Buffey (Roisin Dubh), Steve Allbones (KC) and Claire Suggitt (Princes Quay).

### Bridge McFarland Solicitors invest in Hull premises

A fast-growing law firm has signalled the strength of its commitment to Hull city centre by taking additional space and installing new signage on its premises alongside the Marina.

Bridge McFarland Solicitors moved into Marina Court three years ago, expanding from the office in Posterngate which they had occupied since 2001. The new signage on walls and windows marks the completion of an expansion programme which has seen the practice take more space and bring in more people.

Lee Whiting, who is from Hull and is a Partner in the firm, said: "We are keen to support the local economy and to invest in the area by employing local people.

"It is our aim to offer another option when it comes to corporate legal services. We already serve some big corporate clients and SMEs on both sides of the Humber and with Hull expanding, we expect to see more businesses starting up, growing and re-locating into the area."

Bridge McFarland Solicitors dates back to 1851 when the firm was founded in Louth as Hadden Owen and Son. A number of practices in Lincolnshire merged in 1990 to create the current business, which now employs around 200 people in Hull, Grimsby, Lincoln, Louth and Market Rasen.



Some of the team at Bridge McFarland Solicitors. From left, Lee Whiting (Partner), Nicola Barrass (Partner), Mike Wilson (Associate Solicitor) and Rob Ripley (Partner).

### New brochure helps member businesses

HullBID has introduced a series of innovative new measures to help businesses make the most of their membership.

A new welcome brochure, a postcard service and a sticker campaign combine to show businesses and their customers that HullBID is making a big impact in the city centre.

The stickers have been introduced as part of the HullBID radio system and send a clear message to potential offenders that a business is part of the very effective city centre crime prevention network and only seconds away from police support.

The postcards are distributed by HullBID's maintenance operative Martin Foster, who starts

work long before most businesses open their doors, to advise them of any cleaning work or repairs that he has carried out.

The brochure is being distributed to member businesses to explain in detail the work of HullBID, to advise how they can benefit from BID's services and to encourage them to become more involved and generate even greater benefits.

The guide is available from HullBID Business Liaison Officer Melanie Toogood or the BID office and can also be viewed on the website.

HullBID City Centre Manager Kathryn Shillito said: "The brochure is a one-stop shop where members can find out almost everything they need to know about HullBID and this increased awareness will hopefully encourage more businesses, particularly those new to the city, to work with us. Martin operates under the radar so the cards are invaluable at letting people know he has carried out works"



Kathryn Shillito with the new Welcome Brochure.

## News

### Counting down to Purple Flag renewal date

The partners behind Hull's Purple Flag success are preparing for a forthcoming full inspection buoyed by the improvements which have taken place in the city centre but also guarding against complacency.

The initial Purple Flag inspection took place over the weekend of the Freedom Festival in September 2012. A light-touch assessment last year brought renewal of the status, and a full examination is due in the autumn.

A date has yet to be fixed for the visit by inspectors from the Association of Town and City Management, but HullBID City Centre Manager

Kathryn Shillito said the partners are working towards the process with confidence.

The increasing success of HullBID's events programme is bringing clear benefits for businesses, and the feelgood factor is being fuelled by eager anticipation as we enter the summer festival season.

In addition, the Hull Community Safety Partnership will provide some funding to raise awareness of the city's success by purchasing Purple Flag promotional material and supporting a marketing campaign to include the promotion of Purple Flag Week which runs from September 27 until October 5.

Kathryn said: "Achievement of Purple Flag status two years ago was a great success and the same partners are working towards renewal this year. We are not complacent about our chances of renewal and we know improvements have to be made and maintained, but we also know that Hull has even more to offer now than at the time of the

first inspection.

"The Freedom Festival is gaining recognition, Trinity Festival has really made an impact and last year's Purple Flag events in Hull were recognised by the Association of Town & City Management as being some of the best in the country."



Flying the Purple Flag with pride.

### Taxi firm in drive to promote Hull

A taxi business is joining forces with HullBID to develop a local version of "the knowledge" and raise awareness among passengers about the city's attractions and heritage.

Mark Fleming, Managing Director of 65 Cars Ltd, plans to equip drivers with fact sheets about Hull to enable them to make journeys more informative and entertaining.

The idea emerged after an American visitor booked one of the drivers with 65 Cars for a full-day tour of the local area.

Mark said: "The customer told the driver he'd previously travelled with a different taxi firm and the driver spoke very negatively about Hull, so he was really impressed with the friendliness and local knowledge of our driver and booked him for a day!

"It got me thinking that we could work with HullBID to provide all our drivers with the information which will give their passengers an insight into what Hull is all about. Our aim is to work with as many businesses as we can to promote our city and this will help us do that."

Kathryn Shillito, HullBID City Centre Manager, said: "London drivers are famous for 'the knowledge' and by working with 65 Cars we hope to raise awareness of Hull's fascinating

past and present and attract more people into the city centre."



Kathryn Shillito and Mark Fleming of 65 Cars Ltd.

## The HullBID team

To find out about our board directors, visit [www.hullbid.co.uk](http://www.hullbid.co.uk)



<b>Kathryn Shillito</b> City Centre Manager	<b>Alana Ennis</b> Projects and Events Manager	<b>Mark Andrews</b> Senior Support Officer	<b>Raich Orr</b> Support Officer	<b>Melanie Toogood</b> Business Liaison Officer
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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](mailto:alana@hullbid.co.uk) or call on 611802.

**[www.hullbid.co.uk](http://www.hullbid.co.uk)**

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

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