

Q3Report

Hull Trinity Festival hits the right notes with businesses



Vibrant Hull Trinity Festival, photo courtesy of Matthew Ascough

The final outdoor music event of a sensational summer brought smiles to thousands of faces as HullBID launched Purple Flag Week with another memorable Hull Trinity Festival.

The festival also brought good trade to city centre businesses whilst achieving a milestone in securing additional support with sponsorship from big brands including KC and Heineken.

Kathryn Shillito, HullBID City Centre Manager, said: "Heineken contributed some funding to help us organise Hull Trinity Festival and KC supported the busk stops which ensured that the live music stretched throughout the city centre.

"We've made them aware of how successful the festival was and we hope we can secure more support from them and from other sponsors for our future events.

"Hull Trinity Festival showed how that sort of backing can make a big difference to our events – the presence in the audience of young children, elderly people and the disabled demonstrated the extent of the appeal and the excitement of a three-day show which was completely trouble-free."

The festival opened on Friday September 26 with a fund-raising event for Holy Trinity Church featuring five bands playing in the pews. On the Saturday, nine local bands

performed on the main stage in Holy Trinity Square as the build-up to headliners Toy. On Sunday another nine local bands were on stage before Toploader delivered a stunning finale.

Over the festival weekend, many more live bands performed in 28 pubs, clubs and café bars around the city centre.

Guy Toland of Leonardo's Bistro Bar hosted Toploader for a pre-gig meal, prompting the band to praise the quality of the food when they took to the main stage. He said: "They were really polite, really friendly and even offered to pay for the meal, but we insisted it was on the house and they earned it with a fantastic show."

Robert Jackson, joint proprietor with Chico Jackson of Trinity Bar and the Star of the West, said: "Hull Trinity Festival was tremendous for business. It brought greater revenue in at times when we would not normally have been busy. It also raised awareness of our bars and of how the city has changed.

"The standard of performers was very high, as was all the work behind the scenes and I only saw positive vibes all weekend."

Kathryn added: "Hull Trinity Festival was a fantastic finale to a programme of HullBID events which started with Hull Fashion Week in May and continued with the Yum Festival in August. All of them attracted increasing numbers of people into the city centre and businesses reported seeing more customers as a result of that."

Q3 October – December 2014

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Finance

HullBID continues to invest funds wisely around our core initiatives and activity, always in accordance with the key priorities of our businesses. To make certain we are on the right track and ensure transparency, the HullBID Finance Group - made up from BID members from both the public and private sector – regularly meet to review the company's finances.

For the months July to September we anticipated a budget spend of £155,716. Apart from our static costs, a good proportion of funds was spent on the Hull Trinity Festival and the development of our 'Experience Hull' website*

It was pleasing to note that feedback from the music festival showed businesses on average increased revenue of between 25%-50% with some achieving between a 100% - 300% increase for that particular weekend. When questioned

about the investment of funds into the event, 95% said they wished to see the festival return in 2015 with the remainder saying they were unsure.

We continue to raise sponsorship and in-kind support which allows for an increased spend into our events and activities.

*At the time of going to print, the accounts for July/August/September are being finalised.

Featured new businesses

Thieving Harry's

A business which became a feature of the Humber Street festivals and markets scene as a pop-up café has just completed its first summer as a permanent fixture in the area. Thieving Harry's first appeared in July 2011 as part of Fruit's first anniversary celebrations. Now it's open from 8am until 6pm from Wednesday to Sunday for coffee, tea and cake and from 8am until 4pm for breakfasts, burgers, salads and more. The recent success in securing a licence provides more options for a venue which is proving popular for business meetings and experiencing increased demand for event catering.

Thieving Harry's: 73 Humber Street, Hull, HU1 1TU. **tel:** 01482 214141 **email:** thievingharry@gmail.com **web:** www.thievingharrys.co.uk **twitter:** @ThievingHarrys



Butterflies Nails and Beauty

Butterflies Nails and Beauty has really taken off since opening in Paragon Arcade, Hull, three years ago and now owner Angela Metcalfe has embarked on the next phase of expansion relocating around the corner to Ferensway. Angela built up the business in Elloughton, where she operated for 15 years before her move into training demanded a more central location. The spacious new home enables a team of eight to work six days a week on nails, beauty, tanning and eyelashes and to maintain a commitment to training.

Butterflies: 185 Ferensway, Hull, HU1 3UA. **tel:** 01482 581321 **email:** butterflies-nails@live.co.uk **web:** www.butterfliesnails.co.uk

Other new members

British Red Cross

British Red Cross is providing opportunities for shoppers and staff at its new outlet in Brook Street, Hull. The shop is open from 9am until 5pm Monday to Saturday and 10am until 4pm Sunday for the sale of second-hand designer and vintage clothes plus gifts, books, furniture and more. Volunteers are needed to sort stock, welcome and serve customers and help the shop to run smoothly. Full training will be provided.

British Red Cross: 26-30 Brook Street, Hull. **tel:** 01482 218957

Al Porto

Well-known restaurateur Ettore Luciano has brought a taste of Italy to Hull Marina after opening Al Porto in the former Bistro 13 premises. The new restaurant offers a range of seafood and steak specialities on the la carte menu as well as a selection of lunchtime pastas, salads and ciabatta sandwiches. Al Porto is open from midday until 11pm Monday to Saturday and midday until 8pm on Sundays.

Al Porto: Floor 1, Warehouse 13, Hull Marina, Hull, HU1 2DQ. **tel:** 01482 238889 **email:** info@alporto.co.uk **web:** www.alporto.co.uk

Maxhouse Sandwich & Salad Bar

A new sandwich and salad bar is serving up a combination of substantial and healthy dishes in Hull city centre. Maxhouse was launched in Carr Lane during August and is open from 8am until 4pm Monday to Saturday. On the menu is a wide variety of salads, sandwiches, wraps and paninis, with the offer of regular social media special discounts for customers who follow the Maxhouse Facebook page.

Maxhouse: 25 Carr Lane, Hull, HU1 3RB. **tel:** 01482 221230

Card Zone

It's party time in the Prospect Centre after the opening recently of Card Zone. A full-time manager and four part-time staff sell various essentials for every special occasion from cards and party banners to photograph frames and helium balloons. Stocking-fillers such as Yankee candles and Me to You gifts are also available. The shop is open from 9am until 5.30pm Monday to Saturday and 10am until 4pm Sunday.

Card Zone: Unit 34, Prospect Centre, Hull. **tel:** 01482 218608.

We communicate



Kathryn Shillito (centre) with Jenny Coombes of the Freedom Festival and Jon Moss of C4DI.

Technology to the fore at BID networking event

Hailed as a multi-million pound development which will place Hull and the Humber in pole position during a period of unprecedented technological change, the Centre for Digital Innovation (C4DI) is taking the business community with it

C4DI provides a start for new, small businesses and it also houses embryonic companies who are pushing the boundaries of technological innovation. It also inspires people who run more traditional businesses, some of whom heard more at the latest HullBID networking event.

Kathryn Shillito, HullBID City Centre Manager, said: "We selected C4DI as the subject of a

networking event in September, because it could be perceived that the latest technology will only benefit big businesses or new businesses run by young people but that is not the case.

"HullBID's membership extends across a wide range of small businesses, many of which have been providing excellent expertise and service for many years, and our event demonstrated they are embracing technology to improve what they do."

A new C4DI building will take shape during the next year as a spectacular structure, sitting alongside its current home opposite The Deep.

Jon Moss, co-founder of C4DI, said: "Every business is a digital business these days – it's just that some don't realise it yet.

"Our focus is on growing the technology start-ups in the Humber region and on helping traditional businesses understand and use technology. There are massive cost savings to be had by using technology effectively."

big brands and their support for this can really make a difference to the smaller independent businesses which are so important to the character of our city centre."



Kathryn Shillito (centre) with representatives from the Healthy High Streets team... M&S, Boots and Santander

We innovate

Healthy High Streets scheme comes to Hull

Hull city centre has been selected for a scheme aimed at breathing life back into the nation's high streets as a result of work by HullBID.

The Healthy High Streets campaign, launched by Business In The Community and backed by some of the country's biggest companies, chose Hull to pilot the venture after a proposal from Kathryn Shillito, HullBID City Centre Manager.

The objective of the campaign is to help increase

footfall, reduce the number of empty units and provide jobs. By partnering with local 'City Champions' from M&S, Santander and Boots, the team has already organised key initiatives and activity which will strengthen the city's appeal to investors.

Kathryn said HullBID is already delivering some of the ideas which Healthy High Streets is working to introduce elsewhere, such as high-profile events to increase footfall. But she added that more can be achieved as a result of the expert help and resource that will be provided by the business partners.

She said: "Business In The Community has only selected 100 towns and cities for the Healthy High Streets campaign and it is testament to HullBID that we have been invited to take part.

"We are looking forward to getting things moving. Boots UK, Marks and Spencer and Santander are

We promote



Steve Adair, proprietor of J's Fish Bar and Restaurant, with Manageress Debbie Wood

New Year launch for new-look dining guide

A brochure which has proved a great success at promoting café bars and restaurants in Hull city centre will add take-away food outlets to its menu when it returns for a third edition.

The new content in the HullBID dine brochure will be delivered with a brand new look matching the pocket-size and shape of the Experience Hull brochure, which promotes the city centre's vibrant and varied nightlife.

The HullBID dine brochure first appeared early in 2011 with a second edition in 2012. One of the additions to the new version will be J's Fish Bar

and Restaurant which opened in October in King Edward Street and which pays tribute to Hull's fishing heritage with its eye-catching displays on walls and tables.

Steve Adair, owner of the business, said: "We are a restaurant and a take-away and we're looking forward to appearing in the brochure because it's a great way to let people know we're here."

Kathryn Shillito, HullBID City Centre Manager, said: "The first two editions of the brochure were very effective at promoting the quality of eateries in the city centre and they were very well-received by businesses in that sector.

"The new publication will reflect the growing number and the wider variety of places to eat in the city centre. It also recognises the importance of take-away outlets. There will be no charge for businesses to be featured. All they will have to do is provide us with the relevant information."

We collaborate

HullBID to help traders improve the new town

HullBID is to use its links with some of the city's key organisations to help traders in the new town area increase activity and levels of business.

Kathryn Shillito, HullBID City Centre Manager, has already organised one meeting with business owners to hear their ideas for working in partnership to improve the area.

Kathryn said the next step will be to bring together other parties and to work towards adopting the sort of approach which has made a big difference in the Old Town.

The initial meeting followed contact with Kathryn by some of the people operating businesses in the Paragon Square and Jameson Street areas.

She said: "The business owners told me they wanted more activity in the new town and more of a focus on the area, so HullBID set up a meeting in Vanilla Bistro to look into their concerns and their ideas for change.

"The idea is to develop a long-term strategy for the area, so we invited a representative of Hull City Council who outlined some of the changes to the public realm which will make that part of the city centre more attractive and more conducive to hosting events".

"At the next meeting we hope to invite Councillor Mancy representing the Myton Ward and a representative of the Freedom Festival, which will give traders an opportunity to put forward their ideas to reinvigorate the area"

"HullBID will offer every assistance in getting things off the ground but the traders see the importance of working together; they recognise how businesses in the old town have adopted this

approach with good success.



Les Pooley of Vanilla Bistro, Simon Wright of Go Dutch Pancake House and James Stockdale of Stanley's Brasserie

City centre partners working together for a bumper Christmas



This year's Santa's Parade takes place Sunday 16 November



Victorian Christmas returns to High Street 29 November

HullBID is to throw its support behind a packed programme of festive events to help ensure city centre businesses enjoy a bumper Christmas.

Kathryn Shillito, HullBID City Centre Manager, and her team will partner with city centre businesses and other organisations to promote the exciting activities planned for November and December to attract more shoppers and revellers.

Kathryn said: "Every Christmas we look very carefully at how we can get the best return on the money which HullBID invests on behalf of city centre businesses.

"It was clear to us when we looked at this year's programme that we could work with both private and public partners to enhance existing events and activities by injecting additional funds to create a 'wow' factor. We've also added a new attraction for 2014 which will see further footfall coming into Hull city centre.

The first big festive attraction will

be the Princes Quay Santa Parade on Sunday November 16. Already signed up for the parade are a Scottish band, the land-train, a roller derby team and a mini convoy of reindeer look-alike cars.

The parade will set off from Hull New Theatre at 11am and will pass through the main city centre shopping streets. Members of the public will be welcome to join in as it makes its way to Princes Quay where Santa will climb down from his horse-drawn carriage and head for his Frozen-themed grotto.

Thursday November 27 will see the switch-on of Hull's Christmas lights in Queen Victoria Square and on Saturday November 29 HullBID will once again partner with Hull Museums and Heritage Learning for Victorian Christmas, a day of festive family activities which last year attracted around 10,000 people into the Old Town and this year will feature an outdoor ice rink.

The event will again include a Victorian-themed open market

coordinated by BID member Julie Buffey. Julie is also partnering with HullBID to organise an Elf-themed Christmas market with live reindeer in King Edward Street on Saturday 13 December. To coincide with the ever popular Holy Trinity Church live nativity event on Saturday 20 December she will be arranging a market inside the church.

Kathryn added "Our Christmas campaign will be about getting people into Hull for a family-friendly day out. There are not many cities that can boast such a wide range of retailers with an abundance of niche independents that provide something different, and with so much free activity to entertain the children we hope people will choose to come to Hull"

"The market in King Edward Street will see the return of the elves which were very popular in the past. Like the market in Holy Trinity Church, it will feature traditional gifts and food and stallholders will include businesses from Hull and the

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News



Matthew Grove talking to licensee Linda Levantz at the Bonny Boat

Police and Crime Commissioner Matthew Grove hailed the success of the project after examining the city centre evening economy.

His comments – and his presence – were welcomed by city centre businesses after his tour of pubs, clubs and café bars to mark the opening of Hull Trinity Festival and the launch of Purple Flag Week.

Linda Levantz, licensee of the Bonny Boat in Trinity House Lane, said: "He is really down to earth and was asking me about the pub and the customers and everything to do with running a business like this.

"I told him policing is good round here and people are comfortable walking round. They don't feel threatened. HullBID has been really good. If you want anything they will always help. They are always there when you need them."

Matthew joined HullBID City Centre Manager Kathryn Shillito and representatives from the Police and Hull City Council on the walkabout and said he welcomed the opportunity to meet business owners and members of the public.

Commissioner hails success of Purple Flag

Hull's preparations for the next Purple Flag inspection were boosted when Humberside

Evening Economy Group training date

Licensed premises will be supported in helping to ensure a safe festive season in Hull city centre with a special training session as part of the next HullBID Evening Economy Group Meeting.

Humberside Police have organised the training, which will focus on the age and potential vulnerability of people using pubs, clubs and other licensed premises in the city centre.

Officers are hoping for a good attendance from the licensed trade to enable them to reach as many staff as possible with a training package designed to allow them to help customers who are vulnerable because of excessive drink or other reasons.

The session will also feature a presentation by a representative of Validate UK on the Proof of Age Standards Scheme (PASS) which is backed by the Association of Chief Police Officers.

Kathryn Shillito, HullBID City Centre Manager, said: "The Evening Economy Group has been running for 18 months now and has expanded to embrace businesses from pubs and clubs to door staff and taxi firms, all working with representatives of Humberside Police and Hull City Council to keep people safe in the city centre.

"This training session is all the more important because we are approaching the busiest time of the year for the evening economy."

The training session will be hosted by RDS Training at their premises in the Old Dock Offices, High Street, Hull, at 3pm on Thursday, November 6.

For details contact HullBID on 01482 611850.

He said: "It is a really pleasurable thing to do because I am immensely proud of the achievements of those people who secured Purple Flag status. It's no mean feat because others have tried and not succeeded.

"The reassuring thing is that since the initial award of Purple Flag two years ago no one has sat back on their laurels. They have carried on making the city an even safer and more attractive place to spend an evening.

"What Purple Flag has done is made the city a more attractive place to come and spend your money on an evening. Not only is it a safer place to do that it has also reduced the demands on our finite policing resources.

"It's helping the city become self-policing. The people and the businesses are able to identify potential trouble and avoid it by working in partnership with the police."

The next Purple Flag inspection will take place in early November, with the announcement expected around six weeks later.



Example of Validate Card

News

KC unveils service to keep callers in touch

KC has announced the launch of a new service based in Hull city centre which aims to ensure businesses never have to miss a call again.

The venture is part of the range of services offered by KC Contact Centres, which has won multiple awards since launching in 1999.

The latest service is aimed at business owners who want callers outside traditional working hours – or while staff are unavailable during the working day – to be answered in person rather than by voicemail.

KC Contact Centres director Anita Pace said the service will operate 24 hours a day, seven days a week, 365 days a year and will effectively allow local businesses to extend their opening hours without incurring extra overhead costs.

Anita said: "Consumers' expectations are constantly growing. They want to be able to contact a business at a time that suits them.

"This service makes it easy for businesses to be available when their customers want them – we answer calls representing the business and our expertise means we'll give callers a great experience at all times. It's a low-cost, high-quality way for businesses of all types to make sure they never miss a call."

KC Contact Centres has appointed Vicki Mason and Steve Allbones as new Business Development Managers within the team.



Vicki Mason and Steve Allbones of KC Contact Centres

To find out more about KC Contact Centres visit: www.kccontactcentres.co.uk or call: 01482 222479.

Partners working to bring Old Town improvements

Significant investment by one of the region's most popular retailers and by Hull City Council is helping to change the fortunes of Whitefriargate and the Old Town.

Footfall in the area has shown a steady increase in recent weeks, and one of the reasons for that is the opening in September of the 52nd store in the Boyes chain.

Hull City Council has since confirmed plans to support the area with the appointment of an Old Town Manager and a Market Manager.

Management of Boyes paid tribute to landlord Hull Trinity House Charity after moving into the former Peacock's store.

James Boyes commented in the Hull Daily Mail "Trinity House has been very supportive and a pleasure to do business with.

"We are hoping we can help rejuvenate this area of Hull and bring new businesses into an area that needs the backing of companies to keep a city centre thriving."

Kathryn Shillito, HullBID City Centre Manager, said: "Trinity House is working hard to attract people and businesses to Whitefriargate and has done really well in bringing in Boyes to add to Heron Foods, another popular local business which opened in the Old Town last year.

"Footfall figures show there is increased activity



Courtesy of the Hull Daily Mail

in the Whitefriargate area and the investment by Hull City Council and businesses will help to generate more improvements."



Chair's statement

Jim Harris, HullBID Chairman

As we move into the final quarter of 2014 and my conversations with BID members turn to Christmas I am struck by the amazing positivity and enthusiasm that is buzzing around the city this autumn. The BID sponsored programme of events and advertisements supporting this festive season will be the best yet with a particular emphasis on promoting "Brand Hull" to the catchment visitors – both north and south of the Humber. So please, if you do have something great coming up for this Christmas be sure to let the BID team know and we can highlight it via all our popular social media platforms and particularly through the website.

The HullBID team

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



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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



Pepperrells in Alfred Gelder Street

A law firm which only moved into Hull five years ago has completed a major expansion by taking over another city centre practice.

Pepperrells Solicitors, who branched into Hull from their Scunthorpe base in 2009 by taking over Ivesons, has now incorporated Myer Wolff Solicitors.

The enlarged practice, which is based at Pepperrells' offices in Alfred Gelder Street, Hull, will now have around 100 staff in the Humber region offering their private and commercial clients access to a wider range of services encompassing all areas of law.

Ben Pepperrell, the Managing Partner at Pepperrells, said: "Myer Wolff a well-respected, local law firm which has operated in Hull for 80 years, has built its reputation on providing their clients with professional, dependable and affordable legal advice and this approach

complements the Pepperrells philosophy of having our focus on excellence in client service.

"We are delighted that this incorporation enables us to offer our clients old and new an even wider range of services and expertise and we look forward to building upon our relationships with both firms' clients."

Pepperrells was recently shortlisted for two Law Society Awards for Excellence, one for Excellence in Marketing and Communications and the other for a member of the team, Fiona Buchanan, who was nominated for the Solicitor Advocate of the Year Award.

Ben Pepperrell was shortlisted by judges of the Chamber of Commerce Bridlington and Yorkshire Coast Awards in the Business Person of the Year category.