

Q4Report

City of Culture closes year of memorable events

HullBID wrapped up its 2014 programme of networking events with a near full house at Hull History Centre to hear the latest plans and preparations for the City of Culture programme.

Kathryn Shillito, HullBID City Centre Manager, said the challenge now is to build on the success of the events, starting with the next event in February.

Kathryn said: "During 2014 we really took the networking events to a new level, booking some superb speakers and also securing sponsorship from HullBID members who recognise the value of bringing together city centre businesses.

"We linked our events to some of the big occasions in the city centre, such as Hull Fashion Week, Humber Business Week and the Freedom Festival, and we provided guests with a real treat with free tickets to enjoy a performance by Northern Ballet at Hull New Theatre.

"We marked a summer of Tour de France and the World Cup with an event sponsored by Bridge McFarland Solicitors which

looked at drugs in sport and which also featured a question and answer session with some Hull City legends. For our latest event we secured the support of QualitySolicitors Lockings and we will be offering more sponsorship opportunities in the future."

The final event of 2014 marked one year since Hull was confirmed as the 2017 City of Culture. Richard Allen, Managing Partner of Lockings, said his priority for 2017 was to make sure businesses are prepared for any legal risks.

In particular Richard warned that additional recruitment to cope with rising demand for products and services in the build-up to 2017 should be approached with care. He added that partnership deals which emerge as businesses seek innovative ways of building capacity should be agreed properly.

Martin Green, Chief Executive of the City of Culture Company, pledged that priority will be given to local businesses and local workers as the organisation puts together its plans for the milestone year.



Martin said every effort will be made to source staff, supplies and services from in and around the Hull area. He added that where his team have to look further afield, they will urge suppliers to recruit from the local area and to consider opening a local site.

He added: "There is a strong entrepreneurial spirit in Hull and I know many businesses are already starting to think about how they can make the most of 2017. At this stage, I would ask them to be patient. We have a lot

of work to do to ensure we get the preparations right and I don't want to see a lot of businesses creating resources that we won't need.

"Once we have done the planning, we will let businesses know the detail and it will be easier for them to see the many exciting opportunities they will have to get involved."

The next HullBID networking event is being planned for February and details will be distributed to member businesses and the media.

Q4 January - March 2015

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Finance

As we entered our new financial year on October 1, 2014 we anticipate an income from the levy of approximately £430,000 for the year. This is a reduced figure of approximately £40,000 from the 2013/14 financial year which is simply down to property revaluations, businesses closing, premises being demolished and other factors. With this in mind a rigid budget has been implemented and although challenging, we are confident of delivering a sound business plan.

For the months of October/November/December 2014 our budget was £128,377, £29,000 of which was apportioned to the Christmas activities and promotions campaign. It was pleasing to note that businesses surveyed during our Christmas campaign reported a marked increase in footfall and revenue averaging between 25-75 per cent.

In a difficult trading climate, it is vital that funds are apportioned to those activities and initiatives that support our businesses the most. Of course this figure will be boosted significantly by sponsorship and funding from city partners, and importantly the worth of "in kind" support enables HullBID to stretch its income much further. We hope that our members can identify that their investment vitally contributes towards keeping the city appealing to investors, visitors and residents.

*At the time of going to print the accounts for October, November, December 2014 are being finalised.

Featured new businesses



Alex Jeffery of Riddlers.



Peter Shaffer outside the new Nisa Local.

Riddlers

A new addition to the Old Town food and drink scene, Riddlers offers as much variety to the décor as to its extensive menu. The food options feature pub favourites such as haddock and chips and lasagne alongside assorted grills, burritos and a tapas selection which is different from the norm. Drinks include real ales and continental lagers as well as wines, spirits and cocktails. Shelves and ceilings are decorated with banjos, violins, antique typewriters and even a wheelbarrow. See for yourself between 11.30am and 3.30pm Tuesday and Wednesday, 11.30am and 7.30pm on Thursdays and 11.30am until late Friday and Saturday.

Riddlers: 2 Posterngate, Hull, HU1 2JN. **Tel:** 01482 229988 **Email:** info@riddlersbarhull.co.uk
Web: www.riddlersbarhull.co.uk and **on Facebook.**

Nisa Local

Confidence in Hull city centre was the reason for Scarborough-based Wilson Retail Ltd to open a bright new Nisa Local which runs between Paragon Street and Carr Lane. Manager Peter Shaffer said: "A lot of people have an out-dated perception of Hull – it's a great city and we were looking for a site here long before City of Culture was secured." The new store is open from 7am until 10pm Monday to Saturday and 7.30pm until 10pm on Sundays for the sale of groceries, snacks and sandwiches, wines, beer and spirits and newspapers and magazines.

Nisa Local: 43-45 Paragon Street and 52-54 Carr Lane, Hull. **Tel:** 01482 219329.

Other new members

Purple Pig

Purple Pig is open from midday until midnight seven days a week and promises 'finger-licking' messy burgers and fun cocktails. The menu also includes hot dogs and chicken dishes as well as vegetarian options, with a "Little Piggy" menu for younger diners.

Purple Pig: 10 King Street, Trinity Square, Hull. **Tel:** 01482 216156 **Email:** hull@purplepiggroup.co.uk
Web: www.purplepiggroup.co.uk and on Facebook.

Jessops

Almost four years after the closure of its last store in Hull, a new-look and more modern Jessops has opened in the city centre. The new store is open from 9am until 5.30pm Monday to Saturday and 10am until 4pm Sundays offering photographic equipment and services which include expert advice and even training courses.

Jessops: 43 Jameson Street, Hull. **Tel:** 01482 216355 **Email:** 130hull@jessops.com.

ASYLUM

Top brands and the company's own range of products have brought a blaze of style and colour to Princes Quay with the opening of ASYLUM. The store is open from 9am until 5.30pm Monday to Friday, 9am until 6pm Saturdays and 10.30am until 4.30pm Sundays offering the best in streetwear, on-trend alternative fashion and assorted accessories.

Asylum: 46A Princes Quay Shopping Centre, Hull. **Tel:** 01482 221853.

Web: www.weareasylum.co.uk and **on Facebook.**

Tex Mex

The focus is on take-away food but there is also limited seating at Tex Mex, which is open from 3pm until 11pm seven days a week. Head Chef Benjamin Button and his two colleagues share cooking and customer service duties, creating their own freshly-made recipes in addition to a selection of burgers, burritos, tacos, quesadillas and fajitas.

Tex Mex: 43 Carr Lane, Hull. **Tel** 07404 589990. Also **on Facebook.**

Big Mike's Diner

You'll find Big Mike Beaumont behind the counter from 9am until 4pm Tuesday to Saturday, with additional opening for festivals and other special occasions in the city centre. Savoury delights include burgers, hot dogs, pulled pork and chicken as well as Mike's home-made Scotch eggs, and he also offers a range of sweet treats, with a delivery service available in the local area.

Big Mike's Diner: 48 Savile Street, Hull. **Tel** 01482 221995. **Email:** mikesamericandiner@gmail.com
Also **on Facebook.**

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We communicate

BID Security Forum is key to tackling city centre crime

City centre retailers and their customers can count on a safer shopping experience as a result of the efforts of the HullBID Security Forum.

The group gives security staff from shopping centres and from large and small retailers the opportunity every month to hear direct from Humberside Police and Hull City Council about criminal activity in the city centre.

By signing up to an information sharing agreement, the members can exchange photographs and other details of offenders who are operating in the area. Links with the Civic 1 CCTV service and the HullBID radio system help to distribute warnings.

Mark Andrews, Senior Support Officer who chairs the Forum, said: "Even in the week before Christmas – the busiest time of year for city centre retailers – most of the members set aside time to attend the Security Forum because they recognise the value of the information about criminals and people with anti-social behaviour orders who can pose a threat to businesses and their customers."

"The members have built up a great deal of knowledge about people who cause problems in the city centre, and we are able to use that information to give businesses greater protection from crime."

Sergeant Rob Danby of the Riverside Neighbourhood Policing Team added: "The Security Forum is an excellent tool enabling the police to work directly with retailers and share



Senior Support Officer Mark Andrews, Gary Dixon of Hull City Council, Sgt Rob Danby, Kevin Wilding of Primark and Support Officer Raich Orr.

information about prolific offenders and the problem areas that we need to tackle together.

"HullBID is very good at pulling the team together and distributing the information. It is very effective."

We innovate

Experience Hull offers online marketing boost

Businesses in Hull city centre will soon be able to call on a new website to boost their marketing activities.

Experience Hull is in development now and aims to build on the success of HullBID's many other

promotional ventures including the Christmas in Hull website, the Dine Brochure and the original Experience Hull brochure.

Kathryn Shillito, HullBID City Centre Manager, said the new Experience Hull website will feature a wide variety of information about city centre businesses, activities and initiatives and will provide a link to other stakeholder websites including Hull City Council.

She said: "The brochure was designed as the definitive guide to night life in Hull city centre and featured bars and café bars, clubs and casinos and entertainment venues.

"The website will enable us to do so much more. All the night life attractions will still be there, and the online format will enable us to keep track of

We promote

Pub in running for award after high quality renovation

An historic city centre pub which disappeared 17 years ago is making a big impact on Hull's social scene after being revived as part of a conversion project.

The Star of the West is now challenging for a coveted Good Mark Award from Hull Civic Society after HullBID assisted with raising the profile of the venue.

The pub was a favourite in West Street, Hull, until it was demolished in 1997. Owners Robert and Anthony Jackson found that memories came flooding back after they recreated it in Trinity House Lane in 2013.

That faithful reproduction of the old façade, coupled with a policy of sourcing fixtures and fittings from other old buildings, ensured a strong sense of history and helped the new pub attract significant media attention.

Robert said: "The publicity we received with the help of HullBID has enabled us to attract the sort of clientele who appreciate a traditional style pub and we have used it in our submission to Hull Civic Society, because we are very supportive of their efforts to improve our city."

John Netherwood, Chairman of Hull Civic Society, said: "This project is just the sort of renovation that is entirely in keeping with the spirit of our wonderful Old Town.

"It is a great example of innovative thinking in the re-use of familiar items in a quirky and interesting way. The display of traditional wood-working skills in the construction of the authentic oak panelling demonstrates that craftsmanship is alive and well in our city.



"It is the kind of project that the Civic Society likes to encourage with the award of one of their Good Marks and I hope that this will be possible in the New Year."

We collaborate

Boost for business as crowds flock to Christmas events

Hull city centre enjoyed a cracking Christmas as crowds flocked to enjoy a series of free festive events.

Footfall figures show the programme of Christmas activities attracted more people into

the city centre, with positive feedback from retailers.

Kathryn Shillito, HullBID City Centre Manager, said: "Our strategy was to invest funds to enhance existing events in the city centre with a few new additions and we are delighted that the public responded, with businesses seeing the benefit."

Kathryn revealed that footfall figures for Sunday November 16 showed a big increase as people arrived in the city centre to enjoy the Princes Quay Santa parade, which covered an extended route this year.

The Victorian Christmas event organised by HullBID, Hull Museums, Heritage Learning and Trinity Open Market on Saturday November 29 set new records. A Christmas market on the

13th December with 30 stalls featuring reindeer provided by the Hull Daily Mail, a choir and the return of the family of elves was very popular.

Kathryn said: "Footfall figures for the main route of the parade showed 19,644 people in King Edward Street compared with 11,786 the previous Sunday and 12,980 on the Sunday after the parade. In Prospect Street the total was 11,790 compared with 9,124 the previous Sunday and 7,702 the following week."

"The crowd for Victorian Christmas was estimated at 15,000, taking into account footfall figures, the number of visitors to the Museums Quarter and the number of people who used such transport services as the vintage bus and the land train. That compares with an attendance of about 10,000 at the previous year's event."

Businesses rise to challenge for HullBID Awards



HullBID will once again be looking for the best that the city centre business community has to offer when it launches its second awards event.

Last year's inaugural awards were one of the highlights of the year, and HullBID City Centre Manager Kathryn Shillito said the positive feedback demonstrated the level of demand for the occasion.

Kathryn said: "The presentation night at Hull Truck Theatre was a fantastic event which everyone who attended really enjoyed. It was fun, informal and the timing was just right, enabling people to call in straight after work.

"But there was more to the awards than a great night out. All the businesses which entered benefited from the publicity surrounding the event and from the process of looking at how they work and how they achieve success.

"The sponsors also benefited from the publicity and from working closely with other city centre businesses. When we decided to hold the first

HullBID awards we weren't sure what to expect, but it soon became clear they were just what the city centre business community wanted and we expect this year's event to be even better, and more hotly-contested!"

The presentation night for the 2015 HullBID Awards will take place at Hull Truck Theatre on Wednesday April 29. Details of the awards categories, nomination procedure and closing date will be announced in the coming weeks, and work is under way now to secure sponsorship and appoint a panel of judges.

Kathryn added: "We are delighted to confirm that we will once again be working with the Hull Daily Mail, which is a great supporter of the awards and of HullBID generally, and we are confident we will attract the same level of enthusiasm from sponsors and entrants."

Guy Toland, a Director of Leonardo's Bistro Bar in Princes Dock Street, celebrated with his colleagues as the venue won the Outstanding Business Development Award.

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News

Fashion Week shaping up to be another success

The region's biggest style event is taking the next step towards City of Culture year as it promises another spectacular programme designed to attract thousands of people into Hull city centre.

Hull Fashion Week 2014 delivered an array of impressive figures in terms of footfall and fun, with six-figure attendances for the main shopping centres, glitzy goody bags at a hugely successful business networking event and an action-packed grand finale in and around Hull City Hall.

The plan for 2015 is for more of the same, with the City Hall again the centrepiece for the week of activities from Saturday April 4 to Saturday April 11 with greater involvement from fashion businesses looking to make their mark as participants and sponsors.

Kathryn Shillito, HullBID City Centre Manager, said: "Hull Fashion Week is now in its sixth year and continues to go from strength to strength.

"In recent years we've worked with the main shopping centres and the big department stores, the small independent retailers, and the arts and craft market with fledgling businesses making jewellery and other accessories and we want to repeat this diverse mix again.

"We've held the finale in Holy Trinity Church and at Paragon Transport Interchange, but moving it to Hull City Hall last year with market stalls inside and out gave the event a real Bohemian buzz, so we've chosen this venue again."

Attendance at the finale topped 2,000 as people flocked to enjoy catwalk shows with 30 models and performances by 10 lively dance acts. More than 20 market stalls, mostly hosted by BID members, sold stylish creations whilst 12 fashion writers blogged live all day.

Footfall figures in the city centre on the day of the finale were up six per cent on the previous week. The number of visitors to St Stephen's Shopping Centre during Fashion Week was up nearly 17



per cent on the same week the previous year at 218,000, and the numbers for the Prospect Centre was up 21 per cent on the previous week at 148,000.

For details of how to get involved in Hull Fashion Week as participants or sponsors contact Kathryn on 01482 611889, email kathryn@hullbid.co.uk

Famous business is writing its own success story

HullBID helped a famous Hull business share the story of how it is bucking the trend in the book business with an innovative online strategy.

Browns, based in George Street, Hull dates back to 1860 and is a model of retail evolution having operated in printing and then book sales before acquiring businesses in Eastbourne and Warwick and embracing online opportunities.

A new website is extending the offer of Browns Books for Students, the company's identity since taking over a specialist school books business in 2006. Another new site will strengthen the online retail presence in the UK and internationally, but print is not being pushed out by technology.



Yvette Stafford, Managing Director of Browns Books for Students, said: "The launch of our new website follows more than a year of consultation and development and significantly increases accessibility.

"We are also part of the national retail network at hive.co.uk and we are building our own retail

website, which will allow people to purchase online for next-day delivery.

"Building our online capability has been a big investment for the business and we hope it will be particularly useful for raising our profile overseas and creating more opportunities in the international education markets."

Kathryn Shillito, HullBID City Centre Manager, said: "We provided PR support to help Browns tell a remarkable success story of embracing new technology to expand and create jobs. The business now employs nearly 1,000 people nationwide with its head office still in Hull."

The new website can be viewed at www.brownsbfs.co.uk

Commissioner's grant supports radio system

HullBID is expanding its highly successful radio scheme after securing additional investment from Humberside Police and Crime Commissioner Matthew Grove.

The funding request was approved after HullBID City Centre Manager Kathryn Shillito applied for support via the Crime Reduction Fund and highlighted the benefits of the radio network during a city centre walkabout by the Commissioner.

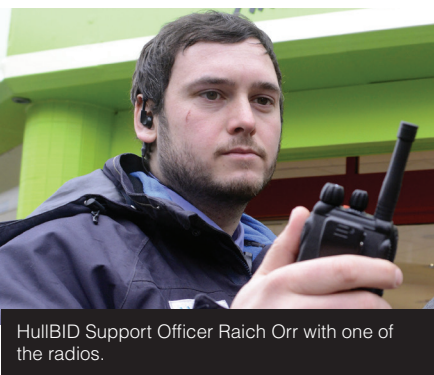
BID was awarded £5,500, which will be used to provide a further 25 radios to help city centre businesses communicate more effectively in the fight against crime.

Kathryn said: "We are delighted that the Commissioner has approved our application, and so are the businesses."

Peter Shaffer, Manager of the new Nisa Local store in Paragon Street and Carr Lane, said: "HullBID is doing a fantastic job and the radio service is a great example of that. We received one radio free and bought another one and we've been very impressed with the response whenever we've had to use the service."

Matthew Grove said: "My Crime Reduction Fund was set up to encourage local groups to work with the police to reduce crime in their communities. Hull BID has shown their clear commitment to support local businesses in the city.

"The funding I am providing will increase the number of radios and improve the level of security in the city centre, leading to fewer victims of crime."



HullBID has provided more than 200 radio hand-sets to businesses throughout the city centre during the last five years and covers most of the running costs. Comprehensive training is also provided to ensure the service is used properly.

News

Fish Trail given a fresh look as salmon returns

Hull's famous Fish Trail is back to full strength, with a little help from HullBID.

Since opening in 1992 the trail has become a popular attraction with people walking around the Old Town tracking the fish sculptures and engravings from A to Z, from the anchovies at Queen Victoria Square to the zander in Whitefriargate.

But work on the Scale Lane Bridge meant the salmon – number 26 on the trail – had to be removed temporarily. To mark its return, Hull City Council staged a free public event of fishy-themed, family activities.

Attractions included live music from the Spare Hands folk quartet as well as from assorted buskers, salmon badge-making at the Tourist Information Centre and a Japanese flying fish workshop at the Hull and East Riding Museum.

A guide from English Heritage led visitors on a tour of the trail and a fishy quiz gave people the chance to win free tickets to The Deep.

HullBID made a financial donation to help cover the costs of the activities, and the BID maintenance team was hard at work in the week before the event jet-washing all the fish to make sure they looked their best.

Kathryn Shillito, HullBID City Centre Manager, said: "The Fish Trail is a remarkable attraction and one which is a great way of encouraging people to explore the city and enjoy some of the other fascinating sights.



"We know from the feedback we receive from our various partners in the city how popular the fish trail is and we were happy to do what we could to smarten up the exhibits in time for the big day."

Property agents promote benefits of city centre

Property professionals working to promote investment opportunities in Hull city centre were given an insight into the improvements being delivered by HullBID and its partners.

Kathryn Shillito, HullBID City Centre Manager, outlined the work of BID to promote safety and cleanliness in the city centre. She also told the commercial property agents how BID is

supporting business in other ways, such as organising major events to attract people into the city centre, and liaising with partners including Hull City Council and Humberside Police on behalf of businesses.

Kathryn said: "We met with representatives of all the major commercial property agents because they are working hard to promote available units to prospective investors and we want to help them communicate the benefits to business of having a BID in the city centre."

Chris Mason of Scotts Property said: "We try to promote the city as a whole wherever possible because we want to attract new business and help existing business grow.

"It is helpful for us to be kept informed of initiatives promoting the central area such as Healthy High Streets, Purple Flag and the activities and events organised by Hull BID, all of which help create a more vibrant centre."

Paul White, Agency Director of Garness Jones Chartered Surveyors, added: "There is no doubt that improvements to safety and cleaner streets attract people into the city centre, as does the range of events.

"We have seen an increase in the number of enquiries for property in Hull city centre from investors outside the area and we expect those to lead to a good balance of offices, retail premises, leisure businesses and residential use."

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

For more information about how to share your news or ideas, email kathryn@hullbid.co.uk or call on 01482 611889.

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Got a question?

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