

Q4 Report

Businesses welcome increased police presence

Hull BID and Humberside Police have increased their investment in the fight against crime after hearing of the concerns of city centre business owners.

The partnership approach has led to the deployment of two Police Community Support Officers (PCSOs) in the city centre five days a week. The hope is that the heightened presence, added to the benefits from other initiatives including the Hull BID radio system, will bring further improvements in crime figures which have fallen significantly over the last six years.

Data from the Riverside Neighbourhood Policing Team shows a big reduction in four categories of crime in the city centre between April 2009 and March 2015. Shop theft was down 26 per cent, criminal damage fell by 65 per cent, theft from the person dropped by 67 per cent and theft from vehicles reduced by 71 per cent.

Kathryn Shillito, Hull BID city centre manager, said partnership working was a key factor behind the improvement, with BID's two support officers working closely with Humberside Police. In addition, Hull BID has provided city centre businesses with more than 230 handsets as part of its radio system, and has installed CCTV in more than 100 business premises.

But Inspector Craig Mattinson,



Hull BID senior support officer Mark Andrews with PCSOs Karen Turner and Jon Hammerton.

whose area covers the city centre, said it became clear more action was needed after business owners told of their concerns about cuts to the Humberside Police budget.

He said: "The partnership between Humberside Police and Hull BID has been really good, with BID providing funds to help with retail crime and anti-social behaviour such as street drinking and aggressive begging.

"It is because of these measures that we were able to show a reduction in crime over the last six years, but in

April this year Humberside Police had to make some savings. As a result we had to restructure the way we operate, and that had an effect on neighbourhood policing.

"I had meetings with the businesses, arranged by Hull BID, and we realised we could face major issues if we did not have PCs and PCSOs in the city centre.

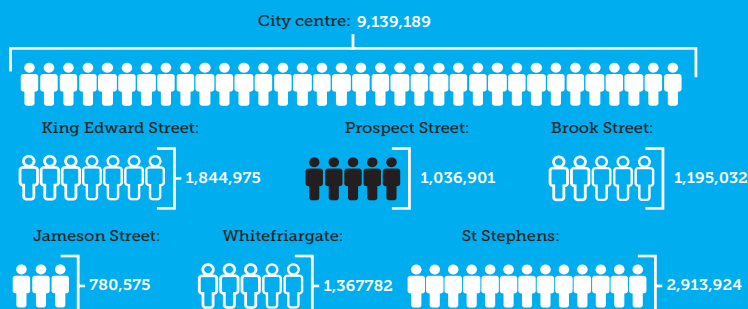
"Hull BID provided some funding which we matched and that has enabled us to provide eight hours of dedicated patrolling from Tuesday to Saturday by two members of

staff, whether they are PCs or PCSOs. They are engaging with the businesses in the city centre and promoting a positive atmosphere. It started during August and the feedback from the businesses has been very positive."

Kathryn added: "The introduction of the PCSOs is working very well and they are using the Hull BID radio system, which has been integral in reducing retail theft and dealing with anti-social behaviour and aggressive begging.

Stats dashboard

FOOTFALL (July / Aug / Sept 2015 combined)



HULL BID radios distributed: 10

CLEANING PROJECTS:
(JULY - SEPT)

56

GRAFFITI TAGS REMOVED:
(JULY - SEPT)

82

BUSINESS LIAISON VISITS (JULY - SEPT)

33

Finance

As we entered our fourth quarter (July to September 2015) we budgeted a spend of £152,085.

Apart from our static costs, we focused funds on two key events in our marketing calendar. The combined costs for the Yum! Food Festival which took place in August and Hull Trinity Music Festival in September totalled around £55,000. However we were fortunate to receive substantial sponsorship towards Hull Trinity Festival from Oscars Bar located on Silver Street whilst the Yum! Festival attracted support from a number of Hull-based businesses.

In-kind support helps reduce costs even further and we are indebted to city partners for their contributions with advice/resourcing etc. Our thanks also go to our Healthy High Streets partner M&S who hosted and covered the costs for the Yum! Launch Networking Breakfast which was a great success. Post-event research demonstrates how beneficial these events are in supporting member businesses and our statistics show a good return on investment.

The collection of the BID levy continues at a pleasing pace and the collection rate currently stands at 75 per cent*. We are grateful that many of our members settle their accounts promptly.

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

Featured new businesses



Bogdan Filip outside Rustica Bistro Café.

Rustica Bistro Cafe

A restaurateur who has worked in some of the area's favourite restaurants including Tapasya, Lazaat and Piola since arriving in Hull in 2008 has now launched his own business. Bogdan Filip is attracting families, theatre-goers and even the cast and crew of some of the shows at Hull New Theatre, with a Mediterranean menu which offers a mouth-watering range of grills, seafood and risottos as well as breakfasts and light lunches. And there's a piano in the corner! Rustica is open from 10.30am until 10pm Monday to Saturday and 10am until 4pm on Sunday.

Rustica Bistro Cafe: 33 Albion Street, Hull, HU1 3TE. **Tel:** 01482 228065
Also on **Facebook** and **TripAdvisor**.



Joanna Martyn of Mascarade.

Mascarade

A woman who travelled the world and played on the stage of Hull City Hall as part of a magician duo has now set up shop under the City Hall with a fancy dress and party accessories store. Joanna Martyn sells everything for the perfect fancy dress outfit, with a hire service for some of the larger costumes. She is looking forward to making her mark on City of Culture in a city which loves a party. Mascarade is open Monday to Saturday from 10am until 5pm and operates an ordering service for costumes which are not in stock.

Mascarade: 23 Paragon Street, Hull, HU1 3NA. **Tel:** 01482 215256.
Email: mascaradefancydress@gmail.com **Web:** www.mascarade.co.uk

Other new members

Liquid Jade

The opening of Zebedee's Yard car park and events space has inspired the launch of Liquid Jade, a stylish new tea room serving the nation's favourite brew, but with a difference. Owner Claire Buffey has made it her mission to persuade people off tea bags and onto leaf tea. She's got plenty of varieties to try, and a special house blend of beans for coffee lovers. Claire has also got cakes, home-made and handmade. You'll find her by heading south across the car park, or through the archway next to Boots in Whitefriargate.

Liquid Jade: Custom House Yard, Whitefriargate, Hull, HU1 2ER. **Twitter:** @LiquidJadeHull Also on **Facebook**

Olive Tree Property

Carly Moss is heading a team of four people at Olive Tree Property, which has opened in Bishop Lane, Hull. The company is a specialist in selling, buying and letting properties and also assists with investment opportunities. The business is also generating work for contractors in the area with its maintenance operation. Carly is planning a number of introductory offers for the rest of this year. Opening hours are 9am to 5.30pm Monday to Friday and by appointment at weekends.

Olive Tree Property: 4-5 Bishop Lane, Hull, HU1 1PA. **Tel:** 01482 212425.
Email: branch@olivetree.gmail **Web:** www.olivetreeproperty.co.uk

Twitter: @tree_property

Pep & Co

Pep & Co recently completed the ambitious plan to open 50 stores in 50 days, and the new Hull shop was one of the first, creating eight new jobs in the process. Initial lines were women's wear and children's wear with some homeware products as well as accessories, sweets and seasonal goods. A menswear range will be the next addition. Opening hours are 9am until 5.30pm on Monday to Saturday and 10.30am until 4.30pm on Sundays.

Pep & Co: Unit 12-14 Prospect Street, Prospect Centre, Hull, HU2 8PP. **Tel:** 020 3771 6760.
Email: hull@pepandco.com **Web:** www.pepandco.com Also on **Facebook**

Three Month diary

October

2-30 – Hull International Photography Festival, various venues
9-17 – Hull Fair, Walton Street
17-10 January – Pirates, Pants & Wellyphants, Hull Maritime Museum
29-30 October – Creative Voice Festival, Hull Truck Theatre
31 & 1 November – CBBC Live and Digital, Hull City Hall

November

1-15 – Hull Comedy Festival, various venues
6 – Festival of Remembrance, Hull City Hall
6-16 – Humber Mouth Literature Festival, various venues
12 – Christmas Lights Switch On, City Centre
15 – Santa's Parade, Princes Quay
20-22 – Hull Jazz Festival, Hull Truck
21 – The Vintage Fair, Hull City Hall
28 – Victorian Christmas, Museums Quarter

December

7 – Festival of Carols, Hull City Hall
8 – 3 Jan – Snow White and the Seven Dwarfs, Hull New Theatre
12 & 13 – Christmas Market, City Centre
13 – EYMS Brass Band, Holy Trinity Church
16 – The Snowman with Live Orchestra, Hull City Hall

See www.hullbid.co.uk for details or visit www.hulltruck.co.uk or www.hullcc.gov.uk

➤ We communicate

Butterflies aims to make city centre dementia-friendly

HullBID is exploring ways to help Butterflies Memory Loss Support Group work with city centre businesses to assist people living with dementia.

HullBID is helping the team at Butterflies raise awareness of dementia and of their work to support

people with dementia as well as their carers. We are also looking into the possibility of organising an event to demonstrate to businesses how they can make it easier to welcome people with dementia as customers.

Butterflies was launched by June Cooke in 2010 and now operates from a city centre location above Café Kardomah in Alfred Gelder Street. The company is in the process of becoming a registered charity and works with couples living with dementia, helping them to continue their relationships.

It has now signed up to Hull Dementia Action Alliance, which recognises that businesses have a role to play in forming a vision about what a dementia-friendly community should look like.

June said: "We are very grateful to HullBID for



Music therapy with Butterflies at Café Kardomah.

helping us to contact city centre businesses and we hope as many as possible will sign up to Hull Dementia Action Alliance."

To contact Butterflies email butterfliesmlsg@yahoo.co.uk

➤ We innovate

Superbowl setting for social events



Socialising in Oscars Bar at Trinity Festival. From left, Robert Jackson, Julie Buffey, Linda Levantiz and Fiona George.

HullBID's member businesses are set to be bowled over by the first in a series of social events.

With a programme of festivals and networking events proving as popular as ever, HullBID is looking to add something different with fun gatherings which are more a case of not-working than networking.

The first BID social will take place at Superbowl UK in Princes Quay Shopping Centre on Friday 4 December.

Kathryn Shillito, HullBID city centre manager, said: "Our networking events have become increasingly popular over the years but the socials will be a bit different, with no speeches but just the chance to get together and have fun.

"The networking event at Oscars Bar which kicked off Trinity Festival was a bit less formal than usual and might give people an idea of what to expect. We will start the socials at Princes Quay because of the changes that have taken place there.

"We will be organising it with QLP, who opened Superbowl UK there earlier this year, and with Princes Quay. It's a great venue for a social event for the city centre business community."

Claire Suggitt, centre manager at Princes Quay and a member of the HullBID board, said: "I've met QLP in my capacity as centre manager and as a board member and it is clear they are really proactive and they get fully behind everything that we do at HullBID.

"The idea for the event came from BID. We attended their VIP night and realised the place was big enough and grand enough to work really well for corporate hospitality. We recognised it would be a great venue and totally unique. They are attracting local businesses already.

"There are so many things you can do in there. It's right in the heart of the city and it's open until midnight."

➤ We promote

New bars will add to variety of city centre

Hull BID is working with two new bars to help them promote their presence as they prepare to open in the city centre.

Silvers Bar is set to host an event in the Autumn aimed at BID member businesses and we are also talking to the owners of Furley and Co about raising awareness of their new venture.

Silvers Bar in Silver Street is the latest venture by Karl Jeffrey, who is aiming to bring something different to the Old Town with an upmarket cocktail bar specialising in food from across Asia. It is housed in the former NatWest bank and has undergone a complete refurbishment by the owners, Hull-based Soper Group.

Karl said: "As a former banking hall it's a big area but it's been designed with booths and dining suites to accommodate parties of all sizes. We've got the largest wrap-around bar in the area and a unique lighting system."

Furley and Co opened initially as a pop-up in Princes Dock for the Freedom Festival but will open permanently once refurbishment has taken place.

Co-owner Rachael Watts said: "The idea is that it will be like a rolling beer festival with snacks and finger food so you can hold it without having to put

down your drink!"

Kathryn Shillito, Hull BID city centre manager, said: "The key to adding to the appeal of the city centre is coming up with new ideas, and both of these new bars are bringing something completely different to the city."



Furleys in days past. It is now getting a facelift and being turned into a bar. Picture courtesy Hull Daily Mail.

➤ We collaborate

Healthy High Streets partnership boosted

A nationwide programme which provides support for high streets over a three-year period has been boosted with backing from two major businesses.

EE and Greggs are the latest to join the Healthy High Streets project, which was introduced in Hull city centre last year. They join M&S, Boots UK, the Co-operative Group and Santander.

In Hull, the programme is collaborating with Hull BID to develop and implement activities such as:

- Enabling access to landlords to address empty and unsightly property issues
- Prioritising accessibility and safety



Kathryn Shillito with M&S manager Terry Lees.

- Creating and enabling high profile events to drive footfall
- Creation of relevant pop-up shops and markets to support start-ups
- Helping to improve customer service

- Providing expert help and resource to market and celebrate the high street

Kathryn Shillito, Hull BID city centre manager, said current discussions about the possibility of late-night opening emerged from an idea presented by M&S through the Healthy High Streets programme. M&S also hosted the breakfast networking event which launched this year's Yum! Festival.

Kathryn said: "The networking event was excellent and attracted a full house of people from city centre businesses. We are grateful to M&S for their support and we are delighted that they were able to attract so many people.

"We are working collectively with our Healthy High Streets partners who help monitor cleanliness by conducting walkabouts in the city centre, and assist us to promote the wide-ranging calendar of events. Positive experiences of eating and drinking in our restaurants, bars and cafe bars are also being shared with their customers.

"The recruitment of EE and Greggs into the partnership is a very welcome move and we are confident they will help us deliver further ideas and improvements."

Q4News

Businesses back HullBID ahead of renewal ballot

Businesses in Hull city centre will be asked to vote for continuing improvements to the area when HullBID conducts its second renewal ballot early in 2016.

Members of the HullBID Board – which comprises representatives of city centre businesses – have confirmed that the ballot will take place over a period of one month starting next February, with the result to be declared in March.

Many business owners and managers have already confirmed that they plan to vote in favour of HullBID continuing its work, and they are urging other businesses to do the same.

Leanne Keating, Managing Partner of Bridge McFarland Solicitors in Hull, said: "HullBID not only brings the business community together, it also provides a great support network. We are fortunate to have them in Hull. Having branches in other areas of the country that don't have a BID, we can really see a difference with the benefits that they bring."

Malcolm Scott, owner of Kardomah 94 café bar and events venue, said: "HullBID evolved from a private sector-led task force set up to try and halt the decline of the city centre economy.

"The organisation sorts the background management issues that are so important but of little interest to businesses – on businesses' behalf. Its 'can do, will do' approach to attracting trade through environmental campaigns, events, festivals and just being there to help means that the city centre of Hull is attracting investment and is now playing its role as the regional centre for retail, leisure, culture, living and business."

HullBID became the first business improvement district in Yorkshire with a successful ballot in 2006. A renewal ballot in 2011 enabled the BID to continue its work. In 2009 Skipton elected the second Yorkshire BID, and earlier this year Leeds and Sheffield voted to set up BIDs in their city centres.

HullBID city centre manager Kathryn Shillito leads a small team to improve safety and cleanliness in the city centre, and to raise its profile with high quality festivals and events.

The majority of members of the HullBID board run businesses in the city centre. They represent a range of sectors and include large organisations and independent operators. The latest board meeting approved the appointments of Mike Rice, chairman of Hugh Rice jewellers, and David Cooke, general manager of the Mercure Hull Royal Hotel.

Jim Harris, general manager of St Stephen's Shopping Centre and chairman of the HullBID Board since March 2013, said: "As someone who is responsible for a significant city centre business I hope very much that the ballot gives HullBID the backing it needs to embark on another five-year term."



Members of the HullBID team.



New board members David Cooke (left) and Mike Rice (right) with Jim Harris and Kathryn Shillito.

"Hull has led the way with the development of BIDs in Yorkshire, and our achievements have encouraged other major cities to follow our example.

"At a time of such severe pressure on Hull City Council and Humberside Police, the support they receive from Hull BID is more important than ever. And, as we count down to our year as UK City of Culture, HullBID is making a vital contribution by organising major events and ensuring the involvement of city centre

businesses."

Full details of the ballot process – including the timetable for receiving and submitting ballot papers and a guide to how it works – will appear in the next HullBID Newsletter in January.

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

For more information about how to share your news or ideas, email cathe@hullbid.co.uk or call on **01482 611802**.

www.hullbid.co.uk

News

Paragon Square site is key to development of dining quarter

Work is underway on the final phase of the transformation of a city centre square into an attractive new dining quarter.

Hull-based Westlands Construction has started the demolition of the former Cheeky Monkeys and Paragon Burger Bar in Paragon Square. By early 2016 they will have rebuilt the property as a venue which will help to turn the area into a high quality dining destination.

Kathryn Shillito, HullBID city centre manager, said: "Stanley's Brasserie, Stan's Bar and Go Dutch Pancake House have brought real quality and character to Paragon Square and this opportunity

is another significant development in delivering the vision of a new dining quarter.

"The transformation of Paragon Square has been a gradual process and I am delighted that we are now entering the final phase. The outcome will be an impressive dining area in a very busy part of the city and that has come about as a result of successful partnership working between the landlords, the owners of the current restaurants and the people at Hull City Council, the Royal British Legion and Hull Civic Society."

Garness Jones chartered surveyors, who are marketing the opportunity on behalf of the owners, said they have already received enquiries.

Paul White, agency director at Garness Jones, said: "We have had interest from local and national operators. Investors are being attracted by the City of Culture, because that is giving people a lot of confidence.

"There are 27,000 people going through the interchange every day which makes this a big opportunity. There will be a new Hilton Hotel at one end of Ferensway and the new arena at the other.



Kathryn Shillito and Paul White in Paragon Square.

There are already three hotels on the doorstep and many more within walking distance.

"The construction will be completed quickly to enable potential tenants to look at it and decide how they would like to develop the interior. The three restaurants will have their own style. They will complement each other and create a more attractive area."

Award-winners taking part in HIPphotoFest

Some of the top, award-winning photographers in the world are taking part in the second Hull International Photography Festival.

The event – dubbed HIPphotoFest 2015 – began on October 2 and will run until October 30. It is based in the HIP Gallery which was opened by The Creative and Cultural Company in Princes Quay Shopping Centre last year, and it also features exhibitions in other venues including the historic St Mary's Church in Lowgate, the Red Gallery in Osborne Street, Kardomah94, POP in Princes Quay and public libraries in the city centre, the Boulevard and Bransholme.

Alan Raw, chief executive of the Creative and Cultural Company and creative director of HIPphotoFest, said: "We aim to present a top



Alan Raw (centre) with Tim Berry and Gail Mellors of GF Smith.

quality programme of free photography events and activities featuring leading national and international artists. We will celebrate photography as a medium of diverse expression, international in its influence and uniquely democratic in its potential.

"The festival will provide a friendly, welcoming environment that everyone and anyone with a love of photography, arts and good company can enjoy, irrespective of their age or social background."

Hull-based paper products specialist GF Smith, which was established 130 years ago, has agreed to continue its support for the HIP Gallery by providing printing and framing services for the festival.

Kathryn Shillito, Hull BID city centre manager, said: "HIPfest was a terrific addition to Hull's expanding programme of festivals when it was launched last year. As with all the other festivals, HIPfest 2015 will bring great benefits to businesses both by attracting thousands of people into the city centre and by continuing to raise the profile of Hull and its exciting attractions."

For further details of the festival visit www.hipphotofest.com

Patience will pay as city centre is transformed

The rewards for patience as Hull undergoes its biggest makeover since the Second World War will be the creation of a stylish new city centre with some spectacular features which will be destinations in their own right.

Garry Taylor, Hull City Council's city manager, said the £25million public realm improvements will be the glue which keeps people in the city centre instead of them going in and out quickly.

Garry outlined the project at the latest meeting of the HullBID board. After

the presentation, Jim Harris, HullBID chairman, said the improvements will send out a message to visitors to come to the City of Culture, be impressed and come back again afterwards.

He said: "This is the longer term benefit of the City of Culture."

Garry explained how the project will extend through the streets and the squares of the city centre, connecting the new town, the Old Town and the Fruit Market area in a way which has not been achieved before.

A new artistic sculpture will take its place on the original site of the Wilberforce column, Queen Victoria Square and Trinity Square will be completely transformed and a new lighting system will be installed to unveil the splendour of the city's architecture.

Work is already underway, and 90 per cent of it will be completed by the end of 2016, with further improvements to



The proposed new look for Queen Victoria Square.

follow including the new entertainment arena and a cruise terminal.

Jim said: "It is clear there will be some disruption while the work is carried out but the result will be a spectacular

new city centre which will really enhance Hull city centre's pulling power as a major destination."

News

Trinity Festival hits the right note for businesses

Hull's final festival of the summer brought together the business and culture communities to celebrate the talent of local performers and enjoy some top national bands of the past and present.

Hull Trinity Festival attracted its biggest audiences yet, with Trinity Square at capacity for a high-energy Sunday night show by 1980s chart favourites The Beat. On the Saturday, music fans enjoyed Eliza and the Bear, who only weeks before had impressed at the Leeds and Reading Festivals.



Another successful Hull Trinity Festival. Picture by Steve Sole.

Local bands opened the festival on the Friday night when The Mighty and the Moon headlined The Almighty Fundraiser in Holy Trinity Church, and an array of local talent took to the main stage and played live in the bars and café bars around the Old Town throughout the weekend.

Kathryn Shillito, HullBID city centre manager, paid tribute to Holy Trinity Church for hosting the Friday

night gig and to The Warren for sourcing all the local bands. She was particularly grateful to the owners of Oscars Bar, who were the main sponsors for the festival, including an opening night social and a pop-up bar in Trinity Square.

Kathryn said: "Hull Trinity Festival has really made its mark since we introduced the main stage in 2013. We had some fantastic shows by Dodgy and Toploader and, thanks to our sponsors at Oscars Bar, we were able to aim higher this year with The Beat and Eliza and the Bear. It was busier than ever and the feedback suggests it was very good for businesses in the area."

Jan Lee, one of the owners of Oscars, said: "We decided to sponsor Hull Trinity Festival because it's a great event and because we want to support Hull BID and make sure things are happening in the city centre."

Johnston's looks to future with shop revamp

An independent retailer who has been feeding the people of Hull for 50 years has unveiled a new look and new ideas as he positions the business to meet changing lifestyles.

Ted Johnston has overseen a major refurbishment of the Johnston's shop in Carr Lane, Hull, which he opened 28 years ago.

Ted, now 77, joined the food department at the Hammonds store in Ferensway in 1965. He opened his own shop in 1987 after management of the store, which was then under the Binns brand, decided to stop selling fresh food.

Over the years he has been followed into the business by son Edward, who runs the butchery and fresh meat side, and his daughter Emily Taylor, who now runs the bakery side of the business.

The shop expanded into the adjacent unit 10 years ago after the closure of a florist's shop, and now the business enters a new era with a workforce which has grown to 16, six of whom were there on day one.

Awareness and demand for the shop's products soared as a result of the Yum! Festival, and Ted is confident of a bright future.

He said: "The Yum! Festival was fantastic. We sold thousands of sausage rolls and pies and could have sold much more but we just couldn't keep up with demand. Next year we will have a bigger space and we will be more geared up for it.

"It was a great PR exercise as well because we also had more people coming into the shop to buy the things they had tried at the festival. Now they'll find



Ted Johnston in the foreground with members of his team including daughter Emily Taylor and son Edward Johnston (both centre).

that we've altered the configuration of the shop to provide more hot food counters, more self-service and greater convenience."

Johnston's will continue to offer the butchery, bakery, deli and greengrocers service but will also sell a wider range of food to go.



Chair's statement

Jim Harris, HullBID Chairman

We have just enjoyed a weekend of sunshine in the city and great music and entertainment at HullBID's own Trinity Festival. Well done to Catherine Goble and her team for a superbly organised event! However, as busy as the city was on all three evenings across the festival, I am conscious that, without events like this, Hull city centre struggles for footfall after 6pm. This is affecting those businesses – mainly pubs and restaurants – that continue to work hard in a very difficult market, so I was pleased to see the initiative started by BID to look at new ideas – particularly with the 2017 celebrations on the horizon. Although meetings are at an early stage, I am confident we will be able to co-ordinate some late-night trading activity for 2016.

Got a question?

For more information about how to share your news or ideas, email catherine@hullbid.co.uk, or call on 01482 611802.

www.hullbid.co.uk

The HullBID team

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



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