

Q1News

Key figures back BID as renewal ballot approaches

HullBID is heading into its second renewal ballot with key figures from the community urging businesses to vote 'yes' to continue the transformational work of the last 10 years.

Alan Johnson MP, whose Hull West and Hessle constituency includes the city centre, said HullBID is vital to the future of the economy as we prepare for the year of City of Culture and beyond.

Matthew Grove, the Humberside Police and Crime Commissioner, said the BID and each of its member businesses are valuable partners in the fight against crime.

Voting papers for the renewal ballot will be posted in early February to BID member businesses and must be returned by a deadline of Thursday March 17. The result will be announced the following day.

If the poll produces a simple majority of votes cast, together with a majority of rateable values, HullBID will continue for a further five-year term. If either count fails to deliver more than 50 per cent in favour the organisation will be wound up and its work including security, cleaning, festivals and guidance for businesses in dealing with statutory bodies will come to an end.

Mr Johnson spoke in support of HullBID when he addressed member businesses at a networking event within the chambers of the Hull Trinity House Charity. He will also be the guest speaker at an event to launch HullBID's ballot campaign at The Deep later this month.



Alan Johnson MP (right) with Kathryn Shillito and Captain Philip Watts of Trinity House.

He said: "Siemens is not the only game in town but it is crucial and it's their biggest investment in the world. Now we are getting a cluster of businesses who want to be here. Wherever you look there is cause for optimism in this city, City of Culture being the bit that brings it all together."

"HullBID has made a big difference to the city centre. I am really grateful for that, and 2016 would be the worst time to stop that work."

Mr Grove said: "HullBID is very influential and is tackling issues that would not be addressed in its absence. The BID has the ability to make things

happen and if it was not there I don't know who I would go to for help in the city centre.

"Kathryn Shillito has a real can-do attitude, as do her team, and that turns the city centre business community from a disparate group of individuals into a partnership which has a loud voice and is able to bring about change".

"The business sector is hugely important and can help to drive out crime. It is at the heart of any city but very often its voice is not heard. HullBID makes sure our business community can make a difference and there is no other organisation which can take its place."

HullBID was the first in Yorkshire when it was approved at the initial ballot in 2006. Since then its value to the city centre business community has been recognised locally and further afield.

During 2015 Leeds and Sheffield both set up BIDs in their city centres. York announced in November that its ballot had been successful and a BID will be established in April.

Jim Harris, Chair of HullBID and Centre Manager of St Stephen's Shopping Centre, said: "We are delighted that Leeds, Sheffield and York have all recognised the benefits of having a BID and have seen the results of our pioneering work in Hull."

"Their success makes it even more important that businesses in Hull city centre vote yes. Hull has a fantastic opportunity to transform its future by harnessing the investment from the renewables sector and building on the profile of City of Culture but it is essential to have a BID to make sure the business community shares the benefits."



Matthew Grove during one of his Old Town walkabouts with HullBID.

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

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

BALLOT BULLETIN

The HullBID renewal ballot will take place between February and March this year.

A "YES" vote will mean that HullBID continues to support businesses of all sizes and in all sectors throughout the BID area by working to improve safety and security, cleaning and maintenance and our increasingly successful events and activities - from Hull Fashion Week and the BID Awards to Yum! and Hull Trinity Festival.

We will continue our popular networking events and we will help businesses in their dealings with statutory bodies including Hull City Council and Humberside Police. We will also ensure businesses share in the benefits of our City of Culture.

If there is not a majority in favour of continuing the work then HullBID will close later this year and all those services and activities will stop.

It is vital that you use your vote and that you vote in favour if you want Hull city centre to continue to improve.

The ballot pack will provide full details on how to complete the papers, how to return them, how to replace lost papers and how to appoint a proxy to vote on your behalf.

For information about the ballot process please contact Kevin Priestley, tel 01482 613256, email kevin.priestley@hullcc.gov.uk

For information about HullBID please contact Kathryn Shillito on 01482 611889, email Kathryn@hullbid.co.uk

TIMETABLE

Thursday 11 February

Deadline of despatch by Hull City Council of ballot packs.

Monday 7 March

Last date to appoint a proxy.

Saturday 12 March

Last date to cancel a proxy.

Monday 14 March

Last date to request replacement ballot papers.

Thursday 17 March

Close of ballot at 5pm.

Friday 18 March

Announcement of result.



Safety & Security

QQ All BID events are FREE to attend for BID members, whether that's a networking event or participating in one of our popular festivals. PP



HullBID is an independent, not for profit organisation unrelated to Hull City Council; a company limited by guarantee with its own unremunerated Board of Directors. PP



The top five highest levy payers are Hull City Council, Tesco, Primark, House of Fraser and Debenhams. PP



During a renewal ballot, if a business does not send its ballot paper back, it is not counted as a 'yes' vote. PP



The levy cannot be increased during the BID's five year term and will remain at 1% whilst the BID boundary cannot be altered in any way. PP



Funds accumulated from the levy, sponsorship and grants are spent according to the priorities of BID members who are regularly consulted to ensure transparency. PP



HullBID is one of the biggest BIDs in the UK with one of the smallest teams. Each team member is multi-skilled across many disciplines. PP

QQ The BID doesn't replace the statutory services provided by Hull City Council, Humberside Police or any other public body, it enhances them.



The HullBID awards were an instant hit in 2014 and the clamour to enter and attend in 2015 ensured the presentation night became one of our most successful events. This year we want to recognise more fantastic businesses and give more people the opportunity to enjoy the ceremony so we'll hold the awards in July at the Mercure Hull Royal Hotel. Watch this space!



It's a dirty job but someone has to do it! HullBID's Maintenance and Cleaning Operative Martin Foster is hard at work before most businesses have opened. He patrols the city centre, cleaning up the mess left by unwelcome overnight visitors to alleyways and alcoves, disposing of discarded needles safely and removing graffiti. Martin works in partnership with Support Officers Mark Andrews and Raich Orr, who play a key role in keeping people safe in the city.



The HullBID networking events have become some of the hottest tickets in the calendar and provided one of the highlights of Humber Business Week. Sponsorship helped us invite around 100 member businesses. We also enjoyed breakfast events behind the scenes at Hugh Rice jewellers and M&S, we celebrated a lively launch to Hull Trinity Festival at Oscars Bar and we were enthralled at a lunch in the historic Trinity House with Alan Johnson MP.



Fantastic festivals are at the heart of HullBID's strategy for attracting more people into the city centre and feedback from businesses and their customers indicates that we continue to hit the spot. Hull Trinity Festival was the best yet. We also presented another hugely successful Yum! Festival of Food and Drink, a Fashion Week which packed out Hull City Hall for the grand finale and two terrific history events with Edwardian Easter and Victorian Christmas.



All businesses pay the annual levy - equating to 1% of the rateable value of a business premise - with the exception of those with a RV of £5000 or under. Charities receive a reduced rate of 0.2%



Q1Report

Donation from traders supports fight against crime

The fight against crime in the city centre and surrounding area is to be boosted by a donation of £22,000 from organisers of the now non-operational Hull City Retail Crime Partnership (HCRCP).

Leaders of the group have offered to split the money 50-50 between the radio system which HullBID operates for city centre businesses and the Humberside Police radio service in other areas of the city.

Kathryn Shillito, HullBID City Centre Manager, said: "We are delighted and grateful to accept this very generous offer and we can confirm the funds will go to support the BID radio system by paying for additional handsets, earpieces, batteries and repairs."

Matthew Grove, the Humberside Police and Crime Commissioner, said: "I am very appreciative of this gesture by the HCRCP and I was keen to go and see them personally to thank them and to talk to them about how we use these funds."

Dave Green, who was Acting Chairman and Treasurer of the HCRCP, said the donation had been made possible as a result of the dedication of a number of people who operated city centre businesses over the years including Ted Johnston, Bob Carver, Mike May of Combat Clothing and Paul Featherby and the late Dave Featherby of Duncans Gunmakers.

Dave said: "We operated the radio scheme in 2006 and ran it until 2010. We built it up and put in maximum effort to keep it running. We had 135 radios operating within a three mile radius of the city centre so that all of the radio holders were in communication with each other.

When the service ended the money remained in the bank. It was accumulated from businesses within the BID jurisdiction and outside and by distributing it in this way we can make sure that all those businesses will benefit."



Kathryn Shillito and Matthew Grove with Bob Carver (left) and Dave Green.

Kathryn Shillito said the current HullBID radio system has expanded to provide more than 200 handsets which link users directly with Humberside Police, Civic1 and the BID Support Officers.

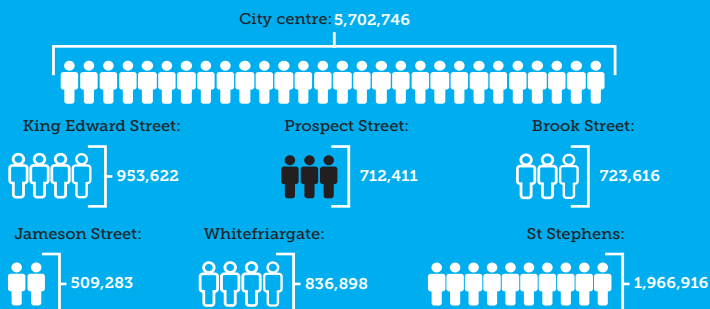
She added that the radio has been a key tool in a partnership approach which has delivered a big reduction in four categories of crime in the city centre between April 2009 and March 2015. Shop theft was down 26 per cent, criminal damage fell by 65 per

cent, theft from the person dropped by 67 per cent and theft from vehicles reduced by 71 per cent.

Kathryn said: "The radio system is one of BID's great success stories of the last five years and we recognise that it has its roots in the excellent service which was operated so effectively by the HCRCP. We are committed to building on their hard work and this donation will help us to do that."

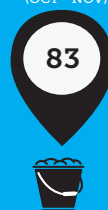
Stats dashboard

FOOTFALL (Oct / Nov 2015 combined)

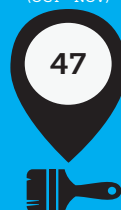


HULLBID radios distributed: 10

CLEANING PROJECTS: (OCT - NOV)



GRAFFITI TAGS REMOVED: (OCT - NOV)



BUSINESS LIAISON VISITS (OCT - NOV)



At the time of going to print December stats were unavailable

Finance

End of Year Accounts

Income received for the year 1 October 2014 to 30 September 2015 - boosted by a reconciliation payment in March 2015 - was £528,809 and included funds from the levy, sponsorship and one-off grants. In accordance with our business plan, expenditure encompassed six key areas:

Safety and security saw a spend of £75,964 which included our dedicated (mobile) Support Officers, provision of free BID radios, and a contribution towards additional PCSO hours.

£180,370 was invested into major festivals including Hull Fashion Week and the Yum! Food Festival providing a welcome boost to the fashion/ beauty and food and beverage sectors, whilst our

contributory funding into events organised by third parties including Edwardian Easter, Heritage Open Days, Pride in Hull, the Princes Quay Santa's Parade and Victorian Christmas helped attract footfall in their tens of thousands. This figure also included production costs for our newsletter, a proportion of funds towards our BID Business Network events and the services of our PR agent Phil Ascough (3 days per month). The footfall counters/access & signage budget amounted to £18,560.

£30,201 was spent on providing our cleaning and maintenance/waste management service whilst a £3,200 contribution towards Christmas lighting saw Prospect Street, Brook Street and the two Victorian Arcades illuminated.

Our Hull Trinity Festival in September consumed the

majority of the evening economy support budget at £38,533 however £7,500 of this was covered by the event sponsor.

The remaining spend covered payroll, rent, sundry costs and professional fees amounting to £106,006 and the BID levy collection charge (administered by Hull City Council) totalled £29,468.

With a net surplus of £46,507 carried forward to the 2015/2016 financial year, we were satisfied overall that expenditure was well-controlled and reflected the budget. As we moved into our new financial year on the 1 October 2015, we anticipated an income of approximately £500,000 from the levy and additional income.

*Please note the above is not a detailed account of spend. Full information will be provided in the annual Financial Statement.

Featured new businesses



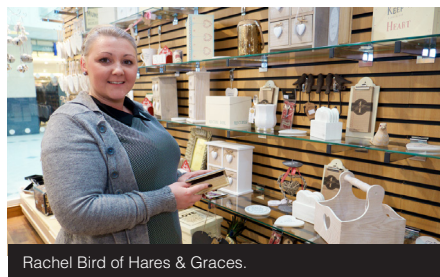
Mandy Hill of The Portland.

The Portland

A new management company is using the changing face of Hull to promote a former hotel which is now home to some of the city centre's growing student population. Urban Student Life has turned to Hull-born Mandy Hill to manage The Portland, which offers 126 en suite rooms. Mandy said: "I haven't lived in Hull for a long time but I came back when we took over The Portland and I can see the city is far, far better than it used to be. Our residents like the central location because there's so much going on with plenty of places to enjoy themselves and find work!"

The Portland: Paragon Street, Hull, HU1 3JP. **Tel:** 01482 219069.

Email: portland@urbanstudentlife.com **Web:** www.urbanstudentlife.com



Rachel Bird of Hares & Graces.

Hares & Graces

After enjoying the sweet smell of success with Perfume Heaven for about 20 years Sharon Taylor has opened a second shop in Princes Quay with Hares & Graces. The family also operate the nearby hair and beauty salon Rasa Syang and decided to expand into the gifts sector because they saw a gap in the market locally for affordable treats for girls of all ages. Items include gift ideas for weddings, new babies and Christenings and the team is now turning its attention to Valentines and Mother's Day.

Hares & Graces: Main Deck, Princes Quay Shopping Centre, Hull. **Tel:** 01482 320482.

Twitter: @haresgraces Also on **Facebook**.

Other new members

Leather Repair Company

With a successful online business serviced by its factory and store room in Hull the Leather Repair Company has opened its first shop in Hull city centre. The business specialises in repairing everything from footwear and furniture to the interiors of cars, boats and planes. It also sells a wide range of colouring, cleaners, protectors and repair kits and sells a selection of leather garments.

Leather Repair Company: 10 South Street, Hull, HU1 3QG. **Tel:** 01482 606864.

Email: info@leatherrepaircompany.com

Web: www.leatherrepaircompany.com

Inspired Cafe

Inspired Café was set up to support the Inspire Communities project which has been running projects in and around Hull since 2011. In addition to providing opportunities for people at risk from the effects of isolation, Inspired Café also operates a pending food and drink initiative enabling people to buy items which can be donated to homeless people in the city

Inspired Café: 6-8 George Street, Hull, HU2 8PP. **Tel:** 01482 217815.

Email: dave.edeson@inspirecommunities.com

Web: www.inspirecommunities.com Also on **Facebook**.

Holme Comforts Cafe

Steve Holmes and sisters Vickie and Sarah are celebrating the history of Hull at their new café under the City Hall. The menu and prices are proving popular with shoppers who are encouraged to share their stories of old Hull as they view images of the city's maritime and sporting heritage as well as a photograph of Carr Lane prior to the City Hall being built.

Holme Comforts Café: 63 Carr Lane, Hull, HU1 3RQ. **Tel:** 01482 320122.

Email: holme_comforts_cafe@hotmail.com

Twitter: @holme_cafe Also on **Facebook**

Courts and Telstar

An Old Town bar which closed during 2014 and was at one stage earmarked for conversion into apartments is back in business after being taken over. Courts is managed by Eve Backhouse who moved the short distance from Lyrics in Whitefriargate. Both bars are now under the same ownership and Lyrics, managed by Chris Poole, has completed its re-brand as Telstar in memory of the former club in Bransholme.

Courts Bar: Bowlalley Lane, Hull. **Tel:** 01482 222036. Also on **Facebook**.

Three Month diary

January

7 – Branagh Theatre Live: The Winter's Tale, Hull Truck Theatre
15 – Lisbon, Fruit
16 – Roy Chubby Brown, Hull City Hall
20-23 – Joseph and the Amazing Technicolour Dreamcoat, Hull Truck Theatre
28 – NT Live: Les Liaisons Dangereuses, Hull Truck Theatre

February

3 – Hal Cruttenden, Hull Truck Theatre
4 – Halle Orchestra, Hull City Hall
5 – Daniel Pearson, Kardomah94
6 – Gary Delaney, Fruit
19 – Superslam Wrestling, Hull City Hall
20 – Lou Lou's Vintage Fair, Hull City Hall
27 – Hull Philharmonic Orchestra, Hull City Hall

March

6 – NT Live: As You Like It, Hull Truck Theatre
10 – Royal Philharmonic Orchestra, Hull City Hall
11 – The Selecter, Fruit
16 – Trans2 Performance Talks, Hull Truck Theatre
17 – Lucy Beaumont, Hull Truck Theatre
21 – Jenny Eclair, Hull Truck Theatre

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

➤ We communicate

Melanie's visits bring benefits for business

HullBID's Business Liaison Officer Melanie Toogood is helping people recoup real savings by guiding them through the complications of rates appeals and other financial issues.

Melanie joined the BID team in 2013 and her role involves providing a wide range of support for member businesses. But as someone with wide experience of the financial sector she finds her specialist skills are in demand.

Melanie said: "Before HullBID I worked in financial services with banks, building societies and finance companies so I'm asked to help people complete legal paperwork, particularly independent businesses, and I liaise with the authorities on their behalf."

Melanie sits on Hull City Council's Transport and Logistics Forum, enabling her to advise businesses on what is happening with the public realm works.

She said: "I didn't have a clue about BID when I started. You automatically think it's part of the City Council but I found out very quickly that things like graffiti removal, the security radio system, moving vagrants on, organising networking events, sending letters about forthcoming events are all done by HullBID."

"There are a lot of things going on which would not happen without HullBID. It's all about helping businesses feel safe and keeping them informed."



Melanie Toogood.

"Awareness is increasing now and I find that people who open a new business are expecting me to call in. If people don't want to talk to us it's usually because they don't understand what we do and how we can help them. We can save them money by helping them apply for things like retail relief and small business multiplier rates and the savings are much higher than the cost of the levy so if we weren't here they might be out of pocket."

➤ We innovate

Workshop sheds light on window displays



Helen Goodwin (right) with colleague Janet Billings

City centre businesses were given tips on how to add the WOW! factor to window displays at a training workshop organised by HullBID.

Similar sessions are planned for later this year, along with a series of other innovative events aimed at supporting businesses.

Around 20 businesses attended the workshop which was presented by Made You Look!, a small visual merchandising company which advises clients nationwide on how to design displays with real impact.

Helen Goodwin, co-creator of the company used photographs of good and bad practice to demonstrate the key skills around crafting and eye-catching window displays that will engage. Feedback from all the delegates was positive and revealed strong demand for future workshops.

Helen said: "If a high street is looking buzzing with exciting, colourful window displays, they will help to invite visitors to stop and explore, eat and stay

possibly. And maybe they'll return and bring their friends too. I'm passionate about helping to save the High Street and its community, keeping the small independent businesses alive."

Kathryn Shillito, HullBID City Centre Manager, said: "First impressions are crucial for any business and Helen demonstrated how a few simple and inexpensive changes to a display can make all the difference."

"The feedback indicated that everyone who attended found the event very useful so we hope to bring Helen back to host two workshops a year, enabling us to reach more businesses and share more ideas for dynamic displays."

BID's plans for this year also include creating some more business forums in which different sectors can develop a pool of ideas for delivering high impact improvements quickly. BID is also hoping to work with city centre solicitors to present seminars offering free legal advice on relevant issues including employment law.

➤ We promote

Salon in the spotlight as red carpet launch pulls in the crowds

Promotional activity by HullBID helped Salon Apprentice get a head start when it opened in the city centre recently.

The salon, which is operated by Chamber Training, provides valuable experience for apprentices, trimming the cost of a hairdo and producing the hairdressers of the future. It also works closely with the salons around the region which employ the apprentices.

The complete refurbishment of the first-floor salon opposite McDonalds on Jameson Street enables learners to sharpen their skills with expert tuition, first-class facilities and professional products to provide a service for men, women and children. Currently opening hours are restricted because the apprentices are busy working for their employers from Thursday to Saturday.

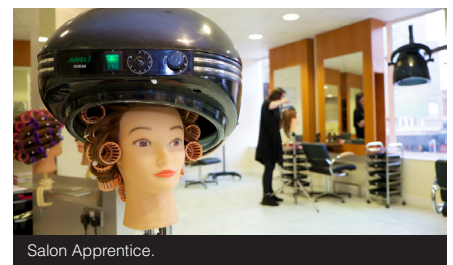
HullBID helped the salon publicise its red carpet launch night among city centre businesses, and City Centre Manager Kathryn Shillito said the support is just one example of the ways in which the BID provides promotional support.

She said: "Salon Apprentice is providing a great service for the young learners and for their employers, as well as providing an opportunity for customers to get cut-price hair care and for people to sit as models."

"They're in a great location but every business needs help to spread the word about their products and services and that's one of the areas in which

BID can help. We can assist businesses by producing and distributing leaflets, helping them to organise and publicise events and also by providing a PR service to guide them on strategy and produce press releases.

"Going forward we plan to add to the HullBID promotional package by updating the business directory on our website and by using social media to reach a wider audience."



Salon Apprentice.

➤ We collaborate

BID strengthens links with decision-makers

HullBID maintained its close links with the City of Culture when Martin Green gave an update on his team's plans at the latest meeting of the BID board.

The following week HullBID City Centre Manager Kathryn Shillito addressed the board of the Hull and Humber Chamber of Commerce, and this month she will speak to an audience of leading members of Hull City Council and prominent business people at the Chamber's Hull Area Council.



Martin Green of City of Culture.

Kathryn said: "One of our greatest assets is our ability to bring businesses together with the people who can make a difference – the decision-makers. We act as the conduit between Hull City Council and our businesses so they know first-hand of changes that will make an impact. Similarly we have direct access to senior officers from HumberSide

Police who attend our Retail Crime Forum to share information."

Martin Green, the Chief Executive of the City of Culture Company, updated the BID board on his plans to launch a business club early this year and he also outlined the timetable towards 2017, confirming that the full programme of events will be revealed in September.

Kathryn's appearance at the Chamber Area Council will coincide with presentations by Hull City Council Leader Stephen Brady and his deputy Daren Hale, who will speak about the impact of funding cuts.

Ian Kelly, Chief Executive of the Chamber, said: "The Area Council brings together a number of prominent and influential business people within the city and this meeting will give them great insight into the financial challenges faced by the local authority and the importance of the role of HullBID in making the city centre a better place in which to operate a successful business."

News

Rollits retains Old Town ties with acquisition of new premises

A law firm with a long and proud heritage in Hull's Old Town is preparing for a move after purchasing a prime site.

The acquisition of Citadel House in High Street keeps Rollits within a short walk of the premises in Bowlalley Lane, Whitefriargate and Market Place which it occupied during its first 150 years and the site in Wilberforce Court which it has leased since 1991.

Rollits, which celebrates its 175th anniversary this year, currently employs 100 people across its offices in Hull and York. Pat Coyle, the firm's Director

of Client Relations, said the four floors of Citadel House will support expansion plans more effectively because of the flexible, open plan design.

She said: "We considered various options, some of them outside the city, but we started in Bowlalley Lane and we have always had our hearts and roots in the Old Town.

"The open plan design gives us a blank canvas which enables us to put our mark on the building. Securing the freehold future-proofs the firm and our ambitious expansion plans going forward, and we are now working on the timetable for moving in."

Paul White, agency director of Garness Jones chartered surveyors, said Rollits faced competition from other potential buyers for Citadel House. He said: "Rollits had the option of extending their lease at Wilberforce House but they wanted to see what else was available and they were particularly interested in Citadel House.

"We had spoken to a number of other parties about the building, which represented a very good opportunity. There was nothing else of this size and



quality available within the city centre or surrounding area on a freehold basis."

Ralph Gilbert, Managing Partner of Rollits, said: "Being right in the heart of the Old Town in Hull is perfect for us as we focus on scaling up activity in our core service areas and look to increase business in our niche sectors."

Victoria takes a top honour at Mail's awards

Former HullBID Chair Victoria Jackson MBE won deserved recognition for an outstanding career in business when she received a special presentation at the Hull Daily Mail Business Awards.

Victoria, who stepped down as Chair after the 2011 ballot success, continues to play a significant role on the HullBID Board. She was presented with the Mail's Lifetime Contribution Award and immediately thanked her colleagues at Kingston Recruitment Limited, the business which she founded 30 years ago, for their support in driving the business and enabling her to devote time to other organisations.

Victoria said: "I was delighted to receive the



Victoria Jackson with Gary Young, Managing Director of award sponsors KC and awards host Helen Fospero. Picture courtesy of Hull Daily Mail.

award but it's not about me – it's about the team at Kingston Recruitment and our Managing Director Alison Brennan because I couldn't do all the things I do without their help and support."

In addition to building her own business and playing a pivotal role at HullBID, Victoria has been a key figure in the development of organisations including HOTA, Dove House Hospice and the Hull Businesswomens' Breakfast Club.

She said: "I've been involved in all sorts of organisations that carry out very valuable work and I do that because it is important for us all to get behind our city. That is why I supported HullBID from the start, it's why I agreed to become the Chair and it's why I urge all BID businesses to back the BID in the forthcoming ballot. It has done a superb job of improving the city and it is imperative that we continue that work."

Jim Harris, the current Chair of HullBID, said: "The award is very well deserved indeed. It underlines the significance of Victoria's achievements in the business and charity sectors and we are particularly pleased that it recognises her work for HullBID where she continues to be a great asset and influence."

Thousands flock to city centre for festive events

The countdown to Christmas in Hull city centre attracted record crowds as HullBID supported some favourite festive events and also unveiled an addition to the calendar.

The BID once again supported the switch-on of the city's Christmas lights and it increased its funding for the popular Santa's parade organised by Princes Quay Shopping Centre.

BID's continuing funding and partnership with Hull Museums and Heritage Learning was another great success with 16,000 people flocking to the Victorian Christmas event in Hull's Old Town generating business for retailers throughout the city centre.

A new event was a Christmas market which took place in Princes Dock Street complete with elves, reindeer, a brass band and more than 30 stalls from a wide range of local businesses selling festive food and gifts.

HullBID Board Director Julie Buffey, who organised the market at the Victorian Christmas event, said: "We were hoping for a big turnout because Victorian Christmas and Edwardian Easter have become very popular. We think the crowd was at least 16,000 and we know from talking to businesses in other areas of the city that they were very busy too."

Kathryn Shillito, HullBID City Centre Manager, said: "The idea of these events is to provide a lot of activities which are free and fun to help us attract more people into the city centre to support our businesses.

"This year we increased our investment to celebrations which have proved popular in the past and we also created a new event with the Elves Market in Princes Dock Street directly off the back of our Yum! Food Festival success. This gives our members another opportunity to sell their products and raise their profile."



Town crier Michael Wood leading the Victorian Christmas celebrations. Picture courtesy of Hull Daily Mail.

News

City Hall shines as Hull FC mark milestone year

Hull city centre's magnificent public buildings are set to claim a starring role in the City of Culture celebrations under the management of a new company.

Hull Culture & Leisure took over responsibility in April 2015 for operating Hull City Council properties including museums, libraries, parks and entertainment venues.

In the city centre that includes the Ferens Art Gallery and Hull New Theatre, both of which will reopen to fanfares in 2017 after major refurbishment



Hull City Hall welcomes the Hull FC dinner.

programmes, and Hull City Hall which sailed through its own first big test after a major upgrade to facilities.

The City Hall was selected by Hull FC as the venue for its historic 150th anniversary dinner, attended by more than 400 people and presented as the grand finale of the milestone year.

James Clark, Marketing and Communications Director at Hull FC, said: "The dinner was a great way to show what Hull FC is about – a great club with a rich history. The support we had from the team at the City Hall was exemplary. They were very patient and organised in helping us to plan the event and their efforts on the day were outstanding."

Mitch Upfold, Managing Director of Hull Culture & Leisure, said the company also provides catering services to the Guildhall and the aim is to improve the quality of all the venues and increase the level of use by businesses and other organisations.

He said: "We want to attract people here and make them want to come back because they enjoyed the experience, they see Hull building a good reputation and they know more good things will keep appearing."

For further information contact Vikki Knight Waller, Commercial Development officer, on **01482 614301**.

Revamp of Old Town will be Market led

A market makeover will be the main feature of a regeneration programme which will help to transform the fortunes of the Old Town and its businesses.

The initiative will also see the introduction of grants to attract small businesses into vacant office and retail space and to improve the frontages of buildings.

The project is being led by Jane Nelson, Hull City Council's Old Town Programme Leader, and she is counting on the business community to brief her on what they think will benefit the area.

Jane said: "We want to get businesses into the empty

units, bring footfall back into the Old Town and create a supply chain. To help us do that we need ideas and information from businesses.

"We will develop a strategy and a brand for the market and the Old Town where there are some high quality offers.

Work on the indoor market is expected to start in May and will be phased to ensure traders can continue to operate. The project will bring improvements to signage and to the three entrances from Trinity House Lane, North Church Side and Market Place. The food hall will be developed to provide space for a restaurant and five street food stalls.

Jane said: "We have consulted with HullBID, with the market traders and with businesses in the surrounding area and explained to them what the Old Town programme is about. We have had good support from them and from the Trinity House Brethren and Princes Quay Shopping Centre.



Old Town Programme Leader Jane Nelson.

"We will also try and keep businesses up to date about the changes that are happening in the area. It is important that people receive accurate information so I will spend a lot of my time working from the market office and if people have any questions they are welcome to contact me."

Jane can be contacted on **01482 612552** and by email at jane.nelson@hullcc.gov.uk



Chair's statement

Jim Harris, HullBID Chairman

I always try and reflect in this column the mood of our city centre and highlight the feedback I get from my fellow retailers and business owners. It is therefore really exciting, if also a bit messy and disruptive, to see all the work and preparation now really starting to gather pace towards the 2017 City of Culture launch – less than 12 short months away!!

HullBID will, as always, continue our strong relationship with the 2017 delivery team to ensure we keep you all up-to-date with all the breaking news around this game-changing event for our city.

Got a question?

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

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



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