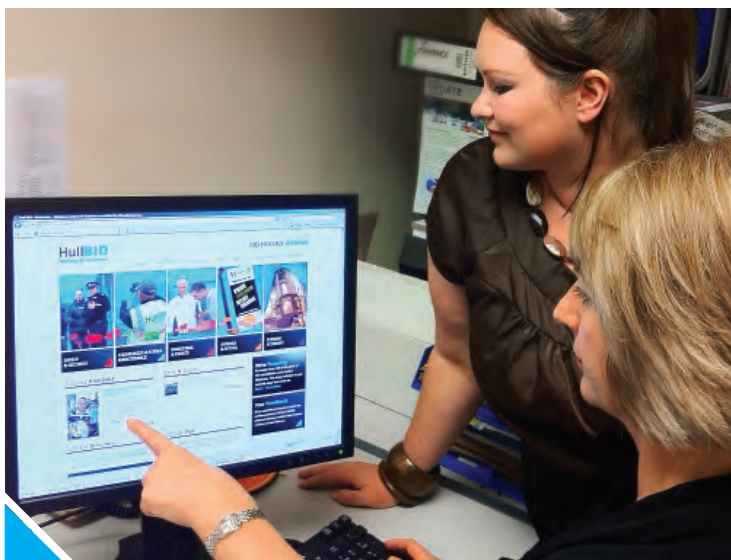


LAUNCHING THE NEW WEBSITE: Kathryn Shillito (right) and Jennifer Marshall

New website puts spotlight on Hull BID businesses

City centre businesses now have a brighter and better outlet for promoting their activities with the launch of the new Hull BID website.



The new online projects are part of a package of measures – including the revamp of the quarterly newsletter – aimed at ensuring Hull BID does more to support member businesses whilst also raising the profile of its many activities.

A new feature of the website is a dedicated business focus, which puts the spotlight on a city centre operator and will build into an archive showcasing what Hull has to offer. BID members will also benefit from having their details in the Business Directory (currently under construction) which will provide up-to-date contact information for all the city centre businesses with links to their own websites.

"The key purpose of the website, the new-look newsletter and our media activity, spearheaded by BID Marketing Co-ordinator Jennifer Marshall, is to inform businesses of all the activity we are involved in on their behalf and naturally to help promote the businesses that fund BID," said Kathryn Shillito, Hull BID City Centre Manager.

"These mediums will promote Hull BID events which help bring people into the city centre to the benefit of the businesses. They can also focus on individual businesses and showcase what they are doing to attract new customers."

In addition the website, designed and built by the BID business eskimosoup, explains the role of the national network of Business Improvement Districts, how Hull BID works,

how the priorities for action were identified and how city centre businesses can directly influence the way in which their contributions are used.

There is also an archive of Hull BID news and details of the Hull BID team and board members, all of whom provide the vital link with the business members.

Incorporated within the site is the regularly updated Eat Drink Enjoy website dedicated to promoting and generating business for the leisure sector.

The Eat Drink Enjoy site was launched during the summer as a one-stop research point for anyone planning a social outing in Hull. It was used to highlight the summer festivals and events and has since become a significant tool for the promotion of Dine Week and the wide range of Christmas activities.

"Eat Drink Enjoy lists all the food and drink outlets in the city centre and has proved a real asset in terms of letting people know what's on, what discounts are available, how to get there and where to park," said Kathryn.

"In many ways the new Hull BID website is enabling us to extend the same service for other businesses in the city centre. By providing better information about what Hull has to offer we aim to help our members build their businesses."

Weblinks: www.hullbid.co.uk
www.eatdrinkenjoy.co.uk

What's On: January – March 2011

Halle

14 JAN
Hull City Hall

ELO Experience

21 JAN
Hull City Hall

One Night of Queen

22 JAN
Hull New Theatre

Snake Davis Band (jazz)

23 JAN
Main House, Hull Truck Theatre

The Sound of Music

29 JAN – 12 FEB
Hull New Theatre

Little Comets (music)

30 JAN
Fruit Space, Humber Street

Happy Now?

3-26 FEB
Main House, Hull Truck Theatre

An Audience with Howard Marks

5 FEB
Fruit Space, Humber Street

Muscle

8-26 FEB
Studio, Hull Truck Theatre

Benjamin Francis Leftwich (music)

1 MAR
Fruit Space, Humber Street

A Midsummer Night's Dream

1-12 MAR
Main House, Hull Truck Theatre

John Bishop Live

9-10 MAR
Hull City Hall

Dave Spikey

20 MARCH
Main House, Hull Truck Theatre

For further details of Hull city centre events please visit www.hullbid.co.uk/events and for information on dining and entertainment visit www.eatdrinkenjoy.co.uk

IN THIS ISSUE

SAFETY AND SECURITY

Property marking equipment set to prevent crime.

COMMUNICATION

Hull BID welcomes new business to the city centre.

MARKETING AND EVENTS

Partnership approach was the key to a successful Christmas.

EVENING ECONOMY

Dine Brochure to exclusively showcase the cream of Hull city centre.

Invisible ally supports Hull BID fight against crime

A high-tech crime prevention product is making its invisible mark on the city centre's business community.

Selecta DNA protects property by giving it a unique code. Would-be thieves can't see it but the easily identified signage in the windows of businesses tells them they – and the property – can be traced.

The property marking system is being rolled out around the city centre by Hull BID and is expected to prove popular among businesses in all sectors.

"I heard about it and thought it was a really good idea," said Steve Woolias, Partner at certified accountants Fawley, Judge and Easton in Parliament Street.

"We've always seen Hull BID as an organisation that is primarily concerned with the retail and tourism industries – and we don't mind that at all because if

those businesses are doing well then the rest of us can share the benefits.

"But something like this helps all businesses – anything that helps prevent crime has to be a good thing."

Hull BID Support Officers visited Steve's business and painted the Selecta DNA microdot product onto a number of pieces of expensive equipment.

"It was a very simple process and didn't take long at all," said Steve.

"The result is that all the property we had marked now has its own DNA which is registered to us, making it much easier to trace any stolen property."

Kathryn Shillito, Hull BID City Centre Manager, said she heard about the system from her contacts within Hull City Council and then researched it further with the Riverside Neighbourhood Policing Team who fully endorse it.

"We decided it would be a worthwhile investment to purchase some packs of Selecta DNA and make them available to businesses in the city centre at no cost," said Kathryn.

"As Steve has said, it is a very simple process. We make appointments with businesses and then visit

A MARK AGAINST CRIME: Steve Woolias of Fawley, Judge and Easton (left) receives a Selecta DNA pack from Hull BID John Hakes



them to apply the coating to the property that needs to be marked. One pack is enough to coat up to 50 items of property.

"Would-be thieves can't tell by looking at the items whether they have been marked, but the Selecta DNA window signage in the offices serve as a warning. We think it sends out a very strong crime prevention message."

For more information about how to get your property marked contact Hull BID on 01482 611888 or 611802.

DOING IT IN STYLE: 'Dolce and Gabbana' booths at The Red House British Brasserie



City centre welcomes new arrivals

Independent traders are making their mark in Hull city centre with new venues to eat fish – and even places where the fish eat you!

And Kathryn Shillito, City Centre Manager for Hull BID, is in touch with all of them having marked their opening with a warm welcome.

"We're impressed by the variety offered by our new independent traders and it's great to see more of them on the scene," said Kathryn.

"We've been arranging appointments to talk to them about Hull BID and to explain what support we can offer to contribute to the success of their businesses, and I look forward to working with them closely going forward."

Kathryn has already made individual visits to about 100 city centre businesses since taking up her post in April 2010 – in addition to her regular attendance at a variety of city partner meetings.

"It is vital I meet with as many business operators as possible," she said.

"By having face-to-face meetings I get a clear idea of priorities and what support is required from Hull BID."

Graeme Boynton, Manager of the The Red House British Brasserie in St Stephen's Shopping Centre, said Kathryn worked closely with his directors in readiness for their opening in November.

Vanessa Tomlinson, Manager of The Wilson cafe bar and restaurant at Hull Marina, said she received a lot of support from Hull BID after opening in October, and Kathryn has also been liaising closely with Linley's, a new restaurant in Story Street.

In Savile Street, Hull FC's new superstore was at the centre of the city's Christmas celebrations with its promotion of the Hull FC Elf Trail. Across the street the clothes agency Eco has built up a strong customer base since relocating from Hessele during the summer.

Next door to Eco, Toe Ticklers brought something different to the city centre when they unveiled a treatment for feet which involves hundreds of Garra Rufa fish sucking away the dead skin. A similar service is also available in Princes Quay following the opening of the Splash foot spa.

In Paragon Arcade David Uney has turned back the clock by opening a photographic studio, Unique Photography, in a unit first used for that same purpose more than 100 years ago.

"One or two people have been in to tell me they remember this being a photographer's studio many years ago," said David.

"They even had relatives who worked here so I'm hoping they may be able to bring in some of the old photographs that were taken here."

TOE TICKLERS: Manager Kallum Lookwood



IN THE GALLEY: Head chef Mark Barrett (left) and sous chef John Greenwood at The Wilson (The Wilson pictures courtesy of The Journal)



WILSONS: Vanessa Tomlinson, manager of The Wilson, with her father, Les Wilson, who worked as an engineer on Wilson Line vessels (Picture courtesy of Yorkshire Post).



SHIP SHAPE: Dressed for dinner at The Wilson.



Dining directory will capture flavour of Hull

Hot on the heels of a successful Dine Week, Hull BID has unveiled plans for a year-round publication to promote the city's restaurants and cafe bars.

A new dine brochure will bring all of the city centre's restaurants and cafe bars together in one publication – a must-have guide for anyone exploring Hull's culinary delights.

The stylish design will house such old favourites as Ceruttis and The Omelette alongside new arrivals including The Wilson, The Red House British Brasserie and Linley's.

Information will include a summary of what each venue has to offer, an insight into their cooking style and restaurant atmosphere and full details of location and contacts – all expertly illustrated.

Kathryn Shillito, City Centre Manager, said: "The brochure results from research conducted with city centre workers and consultations with hotel operators and leisure businesses.

"Findings showed that whilst people were saying they felt safer coming into the city they were unaware of the wide variety of cafe bars and restaurants on offer. In fact we have over 35 establishments.

The brochure will have a long shelf life and will be high quality, giving a complete picture of what is available."

Jennifer Marshall, Marketing Co-ordinator, has already started planning the brochure, which will be distributed by arrangement through hotels, the tourist information centre and the restaurants themselves. Aply named Eat Drink Enjoy, the brochure will serve as a companion publication to Hull BID leisure sector website, www.eatdrinkenjoy.co.uk

She is currently contacting city centre restaurants for their details and to find out how they want their businesses to be portrayed. Hull BID is covering all the costs including production, printing and distribution and the brochure is expected to be available early in February.

"This publication will tell people everything they need to know, and we see it as a significant move towards raising awareness of, and hopefully

improving, the city's evening economy," said Jennifer.

Vanessa Tomlinson, Manager of The Wilson, Hull Marina, said: "This is a really good idea and we're looking forward to seeing it.

"We weren't open in time for Dine Week but we've had a lot of support from Hull BID and we expect the new brochure to bring more benefits."

Karl Linley of Linley's, in Story Street, added: "One of the reasons me and my business partner, Janet Cuthertson, opened was to give people more choice with restaurants in the city centre, especially in the early evening.

"This brochure from Hull BID will support what we are trying to do by increasing awareness of what's going on."

For more information about the brochure please contact Jennifer on 01482 611802, email jennifer@hullbid.co.uk

THE RED HOUSE BRITISH BRASSERIE: Preparing traditional British cuisine



LINLEY'S: Co-owner Karl Linley and waitress Alison Slack



Partnership approach delivers a bumper festive season

The combination of the big freeze and economic gloom couldn't stop Hull BID and its partners from working together to deliver a bumper Christmas campaign of activity.

The Christmas lights switch-on attracted a crowd estimated at 30,000, late-night shopping was busier than ever with the introduction of Festive Thursdays and all the elf-related family activities were welcomed including the Hull FC Elf Trail.

"Christmas is all about families, it's about children who don't understand things like economic policy," said Jim Harris, Manager of St Stephen's Shopping Centre.

"So the important thing was to get the elves involved and appeal to the youngsters, and as a city we are second-to-none when it comes to that."

Mike Killoran, Manager of Princes Quay Shopping Centre, emphasised at the launch of the festive events that "some retailers achieve 60 per cent of their turnover and 50 per cent of their profits at Christmas".

Pete Barber, Manager of the Prospect Centre, said partnership was the key: "We are all putting on our own Christmas promotions. It's up to the shopping

COLLECTIVE PARTNERSHIP: (L-R) Jim, Mike and Pete with festive elves



centres and Hull BID to ensure we maximise the potential of the festive season."

All three shopping centres joined Hull BID in funding the Christmas campaign and additionally agreed an underwriting to provide bus services on Boxing Day and New Year's Day with operators EYMS and Stagecoach.

"With the shops being open and people hopefully wanting to travel into the city centre we were able to work with Hull BID to provide services," said Jon Donnelley, Commercial Manager of Stagecoach in Hull.

"We were also able to provide extra services for the Christmas lights switch-on. Without partnership working there was a danger that wouldn't have happened."

Peter Shipp, Chairman and Chief Executive of EYMS, added: "We were very happy to participate in a successful partnership approach to support city centre businesses and offer a worthwhile and valuable service to the public. I very much hope that the partnership will continue in the future."

INSPIRED: Continuing positive attitudes and partnerships



Victoria's column

Plenty to inspire city confidence

A New Year promises to bring some difficult challenges, but the contents of this latest Hull BID newsletter suggest there is also plenty to inspire confidence.

City centre businesses enjoyed a successful Christmas campaign, cafe bars and restaurants benefitted from Dine Week and Hull BID various partners continue to work together to build for the future.

It was inspirational to see the managers of the three main shopping centres come together to promote the festive activities, and it is important to remember that their centres house a number of independent retailers in addition to the national chains – a total of more than 150 outlets.

It was encouraging as well to see Hull City Council's workers going the extra mile in Arctic conditions to help clear the streets of snow and ice and enable shoppers to get to the city centre stores when they might otherwise have been frozen out.

And it fuels optimism to see Hull BID promotional efforts, with a dine brochure that will literally put our cafe bars and restaurants on the map and a new website up and running to showcase city centre businesses and to advise them on how they can make the most of their partnership with Hull BID.

These marketing tools will prove vital in promoting the festivals and other events organised and supported by Hull BID during 2011 in an attempt to attract people into the city centre to support our businesses and the local people who work there.

Underpinning this effort is Hull BID ongoing commitment to tackle crime. The investment in a new Support Officer and the Selecta DNA system will deliver further improvements in safety and security for city centre businesses, their staff and customers.

Significantly these particular initiatives are helping businesses beyond the main retail and leisure sectors traditionally associated with Hull BID, as demonstrated by the comments from Steve Woolias at Fawley, Judge and Easton accountants.

Hull BID will always work on behalf of all city centre businesses rather than any individual sector, but Steve Woolias is absolutely right when he says that if the shops, cafe bars, restaurants and hotels are doing well, other sectors usually feel the benefit.

Victoria Jackson
Hull BID Chairman

New recruit on board to ease security concerns



CITY CENTRE PATROLS: Hull BID security and maintenance team (from left) Martin Foster, Phil Overfield and John Hakes

Hull BID is aiming to further improve security in the city centre with the appointment of an additional Support Officer to its team.

The new recruit will join existing Officers Phil Overfield and John Hakes in patrolling the city centre and providing a crime prevention presence.

Whereas Phil and John's work usually concentrates on the main retail areas of the new town, this role will focus on assisting businesses in the Old Town.

Kathryn Shillito, Hull BID City Centre Manager, said the appointment was a direct response to requests from businesses and will enable BID to build on the efforts of Phil and John.

"Hull BID will continue to work closely with the Riverside Neighbourhood Policing Team to make workers, visitors and residents feel safer in the city," said Kathryn.

"But in response to demand from businesses we decided to include funding in our 2011 business plan

for an additional support officer specifically tasked to cover the Old Town.

"From our visits to businesses and the 'Have Your Say' questionnaire we distributed during 2010 we are aware that safety and security remain top priorities. That includes the welfare of business staff and visitors.

"So this permanent appointment is in addition to the security provision already in place. It is intended to reassure our businesses that help is at hand, particularly for office staff working in this area of the city centre."

The new Support Officer will adopt a high-visibility approach with regular patrols of car parks, Queen's Gardens, High Street and other Old Town areas but importantly they will also be calling in regularly to speak with businesses to find out if there are any specific concerns or anything a business may need support with. They will liaise with the other Support Officers and the police on criminal activity, anti-social behaviour and other problems.

"The Support Officers are the eyes and ears of BID in the city centre and this appointment will enable us to reach more businesses in a wider area," said Kathryn.