

BID HOTLINE **611888**

Newsletter

Traders welcome plans for Church fashion shows

City centre fashion retailers are looking to one of Hull BID's first big events of 2011 to help them boost business.

The Hull BID Fashion Week will take place from 25-30 April at venues throughout the city centre and will present large and small operators with a chance to unveil their latest stunning designs.

"A high profile event like this is always good for businesses like ours and we're looking forward to taking part," said Eric Silver, of Leonard Silver menswear in Savile Street, Hull.

"It will help to focus people's minds on the fashion that is available in Hull and it is a big opportunity for independent retailers who can be very flexible with their buying and who offer more specialist lines as a result."

The big talking point of Hull BID Fashion Week is the decision to use Holy Trinity Church as a host venue. As part of its campaign to promote more widespread community use of the building, the Parochial Church Council has agreed to host a VIP launch event on Wednesday 27 April with a 'fashion extravaganza' taking place on Saturday 30th April including choreographed catwalk shows the latest in hair and beauty fashion and much more.

"We're delighted to be hosting the Hull BID Fashion Week," said Rev Neal Barnes, Vicar of Holy Trinity Church, which is more than 700 years old.

"A fashion show is about creativity and colour and music and I think it's important that the church celebrates local creativity and supports the local economy."

Elsewhere around the city centre Hull BID will work with the main three shopping centres, large stores and local independent businesses to present

fashion displays and hair and beauty demonstrations.

"Fashion Week is one of Hull BID's biggest and most popular events of the year," said Kathryn Shillito, Hull BID City Centre Manager.

"It brings together the national chains in the city and the smaller independent retailers to show the versatility our shops can offer.

"The involvement of Holy Trinity Church adds an exciting new dimension to the event. It's an iconic building, an architectural gem right on our doorstep and one which should enable us to put on a really fantastic event that will attract a lot of people. We increased footfall by around 28,000 last year and hope to build on this figure in 2011.

The events at the Church have been welcomed by Beasley's of Hepworth's Arcade, which sells cult and classic mens and womens clothing, including many American styles.

"The Hull BID Fashion Week is a great event and is exactly what businesses like ours need," said Frances Beasley.

"We were really pleased to hear about the Church hosting some of the events. It's certainly different and we hope it will attract more people to this part of the city centre."

Full details of Hull BID Fashion Week will be publicised during the coming weeks in the local media and on the Hull BID website www.hullbid.co.uk

HullBID
Fashion Week
25th - 30th April 2011



FASHION FIRST: Holy Trinity Church will host the main event in Hull BID Fashion Week.



What's On: April – June 2011

The Lady in the Van
7 APRIL – 7 MAY
Hull Truck Theatre

Fruit: Market
10 APRIL
Fruit Space

Ed Byrne – Crowd Pleaser
16 APRIL
Hull City Hall

Hull BID Fashion Week
25-31 APRIL
Various locations
Finale, Holy Trinity Church

The Total Stone Roses
28 APRIL
Fruit Space

The Wizard of Oz
28-29 APRIL
Hull New Theatre

Fixers
2 MAY
Fruit Space

Jimmy Carr – Laughter Therapy
5 MAY
Hull City Hall

South Pacific
10-14 MAY
Hull New Theatre

Limehouse Lizzy
26 MAY
Fruit Space

April in Paris
30 MAY – 11 JUNE
Hull Truck Theatre

Lady Chatterley's Lover
30 MAY – 11 JUNE
Hull Truck Theatre

Corrie! 50th Anniversary
21-25 JUNE
Hull New Theatre

The Drifters in Concert
30 JUNE
Hull City Hall

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

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Graffiti figures going down in city centre.

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EVENING ECONOMY

Dine brochure to boost city centres diverse dining offering.

Summer festivals join forces to pull the crowds

Hull BID will this summer join forces with organisers of the city's jazz festival to deliver a bumper package of fine food and cool music.

The Yum! Food Festival which was launched last year will coincide with the last few days of this year's Hull Jazz Festival, adding to the attractions for visitors to the city centre and helping to generate more trade for businesses in all sectors.

"Figures from last year showed that Yum! attracted an additional 30,000 people into the city centre over two days and we're confident of bigger crowds this year," said Kathryn Shillito, Hull BID City Centre Manager.

"It's always been our philosophy to try and work with other events. We know Yum! was a good event last year and we're delighted to be joining forces," added David Porter, organiser of the Hull Jazz Festival.

Now in its 19th year, the Hull Jazz Festival will take place at various locations around the city including Hull Truck Theatre, Fruit Space and Pave from 21-31 July.

Current plans are to kick off the Yum! Food Festival with a jazz evening in a marquee in a city centre location on Thursday 28 July and to hold other events in partnership over the following weekend.

"We're also looking at a series of activities over the Friday and Saturday with venues including Leonardo's Bistro Bar in Princes Dock Street and Fruit Space in Humber Street," said David.

"By joining forces with Hull BID and Yum!, we're hoping to add a new dimension to both events and attract bigger crowds."



CHEFS SHOWTIME: Compere Gerard Baker in the Chefs Theatre at the Yum! Festival of Food and Drink last year.

Last year's Yum! Food Festival featured stalls offering local produce, cookery demonstrations from well-known professional chefs and the Copper Saucepan award for up-and-coming chefs.

"We launched Yum! last year with a comedy night and it proved very popular," said Kathryn.

"This year we will launch it with a jazz night in the Yum! marquee and given that the jazz festival will be in full swing by then we're expecting a lot of interest.

"The Hull BID businesses that took part in the Yum! Food Festival last year were delighted with

how the event raised their profile and as a result we have already had a lot of enquiries from people who exhibited.

"Some others were a bit cautious because it was the first year of the event. They wanted to see how it went and given the success we expect them to be a lot more confident this year."

Full details of Yum! Food Festival and the Hull Jazz Festival will be publicised as they emerge in the local media and online at www.hullbid.co.uk www.eatdrinkenjoy.co.uk and www.jnight.org

New Hull BID Support Officer makes his mark

Calls from businesses for more help in the Old Town have been met by the appointment of a new Hull BID Support Officer.

Mark Andrews took up the post during January and quickly became well known among businesses of all sectors.

"I applied for the job because I love meeting people and I'm comfortable talking to anybody," said Mark.

"It is even more enjoyable than I expected and in just a few weeks I've found out more about the Old Town than in more than 40 years living in Hull."

Kathryn Shillito, Hull BID City Centre Manager, acted in response to comments from business people in the Old Town.

"They felt they needed extra support in that part of the city, where a lot of businesses are hidden away," said Kathryn.

"Mark is the eyes and ears of Hull BID in the Old Town, getting to know the people who work there and dealing with any problems that may arise."

On one occasion recently Mark responded to

a call to Hull BID from a firm of solicitors.

"Some people were causing a problem near the solicitors' offices so I went along and was able to persuade them to move on quietly," said Mark.

"I've worked in security and in customer service over the years so I know how to deal with problem situations and with difficult people."

Other duties involve liaising with Hull BID's street cleaning team, patrolling car parks and keeping an eye on empty buildings.

"I'd heard of Hull BID but didn't really know what it entailed until I started this job," said Mark.

"Having seen what we do to help people, and how grateful they are for that support, I'm working hard to promote our services, so there's an ambassadorial part to the job as well."

Kathryn added: "It's an important role. We needed to find someone who was comfortable patrolling on their own and who could represent Hull BID, liaising with businesses in a professional manner."

"Within a couple of days of Mark starting work we were getting feedback about him visiting businesses in the Old Town and Queen's Gardens area. People are very happy with him."



NEW RECRUIT: Support Officer Mark Andrews.



PARAGON PIONEERS: James Stockdale and Paula Howarth, co-owners of Stanley's Brasserie.

Prime city centre sites go outdoors and upmarket

Two prime city centre sites are getting a new look as part of a move to encourage al fresco wining and dining.

Paragon Square is being transformed by the removal of the stone benches, which will be replaced by a landscaped outdoor seating area for new cafe bars and restaurants.

Princes Dock Street - already established as an outdoor dining destination - is improving facilities with the installation of glass screens to provide more protection from the elements.

Both projects resulted from partnerships between businesses in the respective areas and other bodies, including Hull City Council.

The Paragon Square development is the first phase of a scheme that will result in improvements to a row of units, starting with Stanley's Brasserie.

"We're expanding into the premises next door to open a wine bar called Stan's Bar," said co-owner James Stockdale.

"The work here will change the face of this part of the city and our vision is it will become a new dining quarter."

Paul Gregory of Leonardo's Bistro and bar was one of the driving forces for the Princes Dock Street work, along with Princes Quay Shopping Centre, Hull Forward and other businesses in the area.

"It's a new concept with a continental approach and I think the site is perfect for it," said Paul.

Kathryn Shillito, Hull BID City Centre Manager, said: "These projects show what can be achieved by working in partnerships. I was delighted to be party to discussions and I'm looking forward to seeing it come to fruition".

Kathryn on call to keep businesses in the picture

Hull BID City Centre Manager Kathryn Shillito clocked up a century of visits to businesses during 2010 and is well on the way to beating that milestone this year.

Kathryn only moved into the Hull BID position in April 2010 and immediately set about introducing herself to the people in large and small city centre

businesses in all sectors.

As a result more people in the business community and beyond have a better idea of what Hull BID does to improve the city centre for workers, residents and visitors.

Kathryn's visits have helped generate coverage in Hull BID's own publications and in the wider media for a number of local businesses including The Wilson cafe bar and restaurant at Hull Marina, Icons Hair Salon in Jameson Street and Lush Cosmetics in Whitefriargate.

"The Wilson and Icons both opened in the city centre during the last year and I got in touch to explain how we could help them," said Kathryn.

"Lush has been a popular store in the city centre for eight years now; when they closed earlier this year for a major refurbishment we helped them promote the store when they reopened."

Members of the Hull and East Yorkshire Hoteliers Association and Rotary Club Hull Paragon welcomed Kathryn as a guest speaker in early March. In the coming months Kathryn will address the One Hull Business Forum and the Hull Area Council of the Hull

and Humber Chamber of Commerce. She also works closely with the Federation of Small Businesses.

"These are important organisations that embrace and support a lot of city centre businesses," said Kathryn.

"We can reach a lot of Hull BID businesses by speaking at these meetings but we also want people to know we are more than happy to come and see them individually to help them resolve any problems they may have or just to tell them what we do."

Malcolm Scott, Senior Partner at Scott's Property LLP, said Hull BID's activities deliver benefits to businesses across the city.

"I am a keen supporter of Hull BID," said Malcolm.

"I am particularly encouraged by the work to promote the evening economy. It is really gaining momentum and will hopefully reach its full potential this summer.

"It is important for businesses to work together to promote Hull city centre because there is a lot of competition and these are difficult economic times. All the businesses benefit from having successful retail and leisure sectors on our doorstep."



SWIFT RESPONSE: Hull BID is quick to tackle graffiti problems.

Early start helps keep the streets clean

Hull BID's street cleaning teams are making a difference according to figures for the last two years.

During 2010 they dealt with a total of 2,365 incidents of cleaning graffiti, removing fly-posts and painting unsightly areas. In 2009 the total was 3,920.

The team also deals with calls from businesses to clear up unpleasant mess, and recently earned a testimonial from Fiona Wicks, Project Co-ordinator at Rixon Matthews Appleyard financial services in Bowlalley Lane.

"There was a mess in an alleyway near our offices so I reported it to Hull BID and was delighted with how quickly it was cleaned up," said Fiona.

"I've called two or three times to get things cleaned up and on one occasion to get a needle removed from the alleyway. I've always been impressed with the response."

Kathryn Shillito, Hull BID City Centre Manager, said: "Cleaning work like the incident in Bowlalley

Lane is relatively rare but we always respond as quickly as we can and we know the businesses appreciate that.

"With graffiti, painting and flyers our team log every incident they deal with, and many of the problems are resolved even before people become aware of them."

During 2009 the team cleaned 2,299 graffiti 'tags' compared with 1,449 in 2010. The number of fly-posting sites cleaned up was down from 125 to 79.

"We are seeing a decline in graffiti, which is usually removed very early in the morning, before workers have even arrived at their shops or offices," said Kathryn.

"But if we do get a call about something we haven't seen ourselves then we usually deal with it very quickly before it becomes a major problem for the business concerned.

"The figures show Hull BID is keeping on top of the problem. We hope the graffiti taggers will realise sooner rather than later that their efforts are a waste of time because we will remove them within 24 hours."



Three's company as BID welcomes additions to board

Hull BID has strengthened some key partnerships with the appointment of three new board members.

The new recruits are Cheryl Kitching, who is the store manager at Marks & Spencer in Hull, Paul Gregory, owner of Leonardo's Bistro Bar in Princes Dock Street, Hull, and Jon Pywell, the City Council's Assistant Head of Economic Development and Regeneration.

"The appointments bring us significant experience from national retail, a local independent food operator and the public sector," said Kathryn Shillito, Hull BID City Centre Manager.

Cheryl initially worked in the city centre store on a temporary basis before joining the permanent staff more than 20 years ago.

She managed the Scunthorpe store before transferring to a regional role for M&S Money and then overseeing the move of the Beverley store to

new premises. Cheryl took up her current role during 2009.

During the 1990s Paul operated La Perla on Newland Avenue, Hull, in addition to his two restaurants in Princes Quay. Now he is concentrating his efforts on Leonardo's Bistro Bar, which opened in 2007.

Paul is a keen supporter of initiatives such as Half Past the Weekend and Festive Thursdays, and the launch of the dedicated leisure website www.eatdrinkenjoy.co.uk

Jon worked away from the area for a number of years before returning to Hull in 1996 to join the City Council. He specialises in managing the Council's involvement in visitor events and attractions.

Jon's appointment is designed to improve those events and to increase the resulting benefits for city centre businesses.

Kathryn Shillito added: "Marks and Spencer is a pillar of the retail community and Cheryl will draw on her vast experience whilst Paul has successfully operated businesses within the city centre for many years.

"Jon brings great experience and expertise in supporting the sort of events that have generated a lot of activity for our city centre businesses and we intend to work together to build on that.

"All three new members are committed to improving the city centre for local people and visitors and to raising the profile of Hull."

Hull BID supports city's leisure sector with new guide to eating out

Hull BID has brought together 34 cafe bars and restaurants in one publication with the launch of its first dining brochure.

Dedicated to showcasing the deliciously diverse dining offer within the city centre of Hull, this publication supports the Eat Drink Enjoy website which was established in 2010 as a virtual gateway to dining, entertainment and leisure in the city centre.

Kathryn Shillito said: "Hull BID has produced the brochure at no cost to the cafe bars and restaurants because of our commitment to helping to promote the city's evening economy. We're delighted with the support we've had from the venues and we're confident it will lead to additional trade for them and for other businesses in the city centre."

Jennifer Marshall, Marketing Coordinator who



GOURMET GUIDE: The cover of the new dine brochure.

managed the project added "Our research told us the main reason people were by-passing the city centre in the evening was that they didn't know where to go or what was available. We hope to resolve that by publishing and distributing this Dine Brochure."

Brochures are being distributed in the venues, central locations, Tourist Information Centre and via designated door-drops to residential areas.

To download a copy please visit www.eatdrinkenjoy.co.uk.



Victoria's column

Partnerships key to future success

New board members, a new support officer and new ideas all add up to a promising start to 2011 by the team at Hull BID.

Even more encouraging is the feedback from businesses, which suggests we're giving them what they need in terms of support and guidance to help them succeed.

It's not easy, because as Malcolm Scott points out elsewhere in this newsletter these are very difficult economic times. But by bringing in the right people we improve our chances.

That's why I'm delighted to welcome Cheryl Kitching, Paul Gregory and Jon Pywell to the Hull BID Board. Their experience of large retail chains, small independent businesses and the local authority can only help us in our dealings with our various city centre members and partners.

I must also welcome Mark Andrews. I know from my own business contacts, and from having run a business in the Old Town for more than 25 years, that there have been concerns about safety, security and cleanliness in that part of the city.

We also improve our chances by entering into the right partnerships, and there is no finer example than our joint ventures with Holy Trinity Church and the Hull Jazz Festival.

By holding some of the Hull BID Fashion Week events in the Church we help the Parochial Church Council raise profile and revenue, and we hope to attract the crowds that will benefit retailers in the Old Town.

By linking the Yum! Food Festival with the Hull Jazz Festival we create an event with much wider appeal and of regional significance, hopefully to bring more trade to our leisure sector.

But the most important partnership is with the business community, and our report in this newsletter shows how the Hull BID City Centre Manager, Kathryn Shillito, is working hard to strengthen that.

Kathryn's meetings with groups and individuals are a vital part of our communication strategy. We are updating our member businesses on what we are doing, hearing from them about how their money should be spent and then, crucially, acting on that feedback.

The comments from businesses in this newsletter suggest we're on the right track, but we recognise there remains much more to do.

Victoria Jackson MBE
Hull BID Chairman