

HullBID

Working for Business

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Newsletter

Vote YES

Supporters of Hull BID are urging their city centre colleagues to vote YES for another five-year term when the project goes to a second ballot next month.



KEEPING IT CLEAN: Hull BID's Martin Foster removing graffiti.



CHRISTMAS CROWD: Hull BID helps to attract thousands of people to city centre events including the Christmas lights switch-on.



OLD TOWN PATROL: Hull BID Support Officer Mark Andrews.

Owners and managers of large and small concerns in the city centre say Hull BID has made a big difference to the local business environment since it was established in November 2006.

Partners in the public and private sectors report that crime is down, the streets are cleaner and graffiti-free and the activities and events organised and funded by Hull BID are helping bring in the crowds to benefit the business community.

The first Business Improvement District to be established in England was in Kingston, Surrey, in 2005. Business leaders mounted a campaign to bring one to Hull, urged colleagues in the city centre to contribute an additional one per cent of their rateable value and secured more

than 80 per cent of votes in favour on a turnout of 46 per cent – a figure in line with the average for other BIDs.

Ballot papers and a new Hull BID business plan will go out to eligible voting businesses in early August and the voting period will open on 17 August, with a deadline of 14 September for return of completed forms to Independent body, Electoral Reform Society. The result will be declared the following day.

This edition of the newsletter outlines some of Hull BID's achievements, sets out targets for a second term and includes feedback from some of the city centre business people who have witnessed the benefits of the first five years and are urging people to vote YES!

Backing the BID

"I am fully in favour of Hull BID. The whole thing is good and the cost is not a problem. It is excellent value."

John Cheetham, Partner at Cheetham Allen Chartered Accountants in Wright Street.

"When Hull BID was starting we were dead against it. We thought it was just another way of getting money out of us but the more I got involved with it the more I could see that it does what it says on the tin."

Jo Roos of Segal's in Paragon Arcade.

"Hull BID and The Deep are the two great success stories."

Mike Killoran on retiring as manager of the Princes Quay Shopping Centre.

What's On: July - September 2011

Half Past the Weekend!
THURSDAY AND WEDNESDAY EVENINGS THROUGHOUT SUMMER
Princes Dock Street

Hull Sea Shanty Festival
22-24 JULY
Humber Street / Hull Marina

Hull Jazz Festival
21-31 JULY
Hull Truck, Pave, Fruit Space, Princes Dock Street

Yum! Festival
29-30 JULY
Princes Dock Street/ city centre

The Rise and Fall of Little Voice
29 JULY – 20 AUGUST
Hull Truck Theatre

P1 SuperStock Power boat Racing

30-31 JULY
Hull Marina

Richard Digance (comedy)
5 AUGUST
Fruit Space

Sky Ride
21 AUGUST
City centre

Freedom
1-3 SEPTEMBER
City centre

Jason Manford
9-10 SEPTEMBER
Hull City Hall

Horrible Histories: Egyptians and Romans
27 SEPTEMBER – 1 OCTOBER
Hull New Theatre

Roger Daltrey
19 JULY
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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Plenty to attract fans of food, music and comedy

Events pull in the crowds to boost business



ON SONG: Events including Half Past the Weekend are helping to attract people into the city centre.

Hull BID is planning to build on the success of its annual Fashion Week with an array of events and activities to pull the crowds into the city centre during the coming months.

With Half Past The Weekend up and running, Hull BID will follow up with the Yum! Festival of Food and Drink, which this year joins forces with the ever-popular Hull Jazz Festival.

Hull Civic Society's Heritage Open Days will follow in September, with Dine Week in October and the Hull Comedy Festival in November.

Hull BID City Centre manager Kathryn Shillito said the visitor numbers show the public will respond to high quality events – and businesses will benefit.

"We know from the footfall figures around

our events that they make a big difference to the numbers of people who come into the city centre," said Kathryn.

"The effort we put into organising and supporting events during the day-time and for the evening economy is all geared to generating trade for city centre businesses, and the feedback shows it is a great help."

Highlights from the feedback after Hull BID Fashion Week were figures which showed footfall in the city centre up from last year's figure of 62,654 to 125,178 on Easter Monday, which is when the activities began.

Also significant was the footfall figure for Whitefriargate during April of 477,276, up by more than 16 per cent on April last year and by more than six per cent on March this year.

"During July we work with other partners including Hull City Council and Hull Bondholders to help city centre businesses gain from the thousands of visitors coming to the University of Hull Graduation Ceremonies," said Kathryn.

"The Yum! Festival of Food and Drink follows very quickly after that, and again we work with

other partners including Food 360 and the Hull and East Yorkshire Hospitality Association to make sure businesses benefit.

"But we're already planning our own activities for later in the year – all the way to the Christmas campaign – and we're helping businesses prepare for big events organised by other bodies, such as the Hull City Council's and VHEY's Freedom Festival in September."

Paul Vinsen, Chairman of the Hull and East Yorkshire Hospitality Association (HEYHA), said the success of the 2010 Yum! Festival was shared by his organisation's Copper Saucepan Award for the Apprentice Chef of the Year.

"The 2010 Yum! Food Festival last year provided a fantastic event and a platform for our copper saucepan award," said Paul.

"The City was buzzing and over 300 spectators watched the final between Roger Nowell of Beverley Tickton Grange and Jamie Park of the Pipe and Glass. The atmosphere was electric and we are looking forward to this year's festival which I feel sure will attract even more visitors."

Fashion Week is a perfect fit for retailers

The Hull BID Fashion Week brought a splash of colour to the city centre and a big increase in footfall to help businesses.

The event also attracted widespread media attention, with extensive coverage in advance by the Hull Daily Mail, Yorkshire Post and BBC Radio Humberside.

The result of the media coverage and a promotional campaign that included a spectacular open-top vintage bus tour of the city by Hull BID Fashion Week models was an increase in footfall and a big boost for businesses ranging from the big shopping centres to the independent traders.

"Customer numbers throughout the week were up on last year," said Pete Barber, Centre Manager of the Prospect Centre.

"This highlights the positive benefits that promotions like Hull BID Fashion Week have on the city."

Jim Harris, Centre Manager of St

Stephen's Shopping Centre, added: "I think Fashion Week was very well received across the city and we were pleased to see so many people enjoying it."

In addition to a week of activities in the main shopping centres, Fashion Week also featured a finale in Holy Trinity Church, attracting around 2,000 people to the historic building and supporting businesses in the Old Town.

Among the exhibitors was Hull Clothes Swap, whose organiser welcomed the opportunity to attract so many customers to such an unusual venue.

"It was truly manic and our most well-attended clothes swap ever," said Sally Currie, one of the Hull Clothes Swap organisers.

"We had a good response and it was great to be part of Hull BID Fashion Week. Bring on next year!"

Kathryn Shillito, Hull BID City Centre Manager, said the feedback from all involved in Fashion Week was very encouraging and helped businesses build on the success of the inaugural event in 2010.



IN THE PINK: An open-top bus tour kicked off the hugely successful Hull BID Fashion Week.

"It was important to deliver an event that attracted people into the city centre to the benefit of large and small retailers," said Kathryn.

"The feedback from businesses from St Stephen's to the Old Town indicates the event was a great success and businesses are already looking forward to next year."

Angels and marshals join campaign for Purple Flag

Hull BID is working with Humberside Police, Hull City Council, and other stakeholders to help the city centre secure the nationally recognised Purple Flag accreditation.

The flag is the "gold standard" for entertainment and hospitality zones. Achieving Purple Flag status sends out a clear message that the area is above all recognised as a safe night out with a diverse choice of quality venues.

"When we heard about the Purple Flag initiative we were very eager to get involved," said Kathryn Shillito, Hull BID City Centre manager.

"Ever since Hull BID was established it has been our priority to support Humberside Police in making the city centre a safe place. We also want to promote the quality Hull has

to offer as an entertainment venue, so Purple Flag is a very good fit with what we are all about."

The Purple Flag concept was introduced last year by the Association of Town Centre Management as a result of research that highlighted the benefits of offering a wide range of entertainment and encouraging a wider mix of clientele.

Since the introduction of the scheme 16 areas have earned the right to fly the Purple Flag, with Halifax the only place in Yorkshire to achieve the standard.

Hull is aiming to secure accreditation in early 2013. Humberside Police will lead the process with support from the Hull City Council, Hull BID, Hull Citysafe and the Primary Care Trust.

"We spoke to Hull BID and looked at the improvements that are being made in areas like Paragon Square and Trinity Square," said Insp Barry Longstaff of Humberside Police.

"We realised there are a lot of people in different organisations who are working hard

to improve and promote our city centre and we saw the Purple Flag accreditation as ideal for giving us the structure to pull everything together."

The Street Angels, who have worked effectively to assist vulnerable people in the Princes Avenue area on a Friday and Saturday night, will extend their work into the city centre and there are plans to bring back the Street Marshals, who will work with the police to protect the public and businesses.

"The work of the Angels and the Marshals helps people have an enjoyable and safe night out and results in a reduction of people suffering injuries and ending up in hospital," said Insp Longstaff.

"As a result of our existing partnerships we already have a lot of the elements in place that will help us secure Purple Flag status. Other cities have experienced big reductions in crime as a result of working towards Purple Flag and we are committed to bringing the same benefits to Hull."

Further information: www.purpleflag.org.uk



ICONIC BUILDING: Holy Trinity Church is at the heart of Hull BID's plans for the next five years.

Holy Trinity Church "a majestic venue"

The historic Holy Trinity Church in the heart of Hull's Old Town is at the centre of Hull BID's plans to continue improvements in the city centre over the next five years.

The iconic building, which is more than 700 years old, formed the focal point of the Hull BID Fashion Week in April and is likely to feature prominently in next year's event.

But it may also be used for other activities, including as part of the Christmas festivities, and Hull BID is looking into plans to illuminate the building as businesses work to safeguard its future.

"Holy Trinity Church was a majestic venue for our Fashion Week finale but more importantly our event demonstrated the way

in which the building can be used for wider activities," said Kathryn Shillito, Hull BID City Centre Manager.

"The Church is very much in our plans for future events because we see it as part of the fabric of our city and something we should all work to protect."

Other items on Hull BID's agenda should the ballot deliver a "yes" vote in September are a project to help city centre businesses cut the cost of recycling, a smart phone app with details of what the city centre has to offer and a brochure entitled "Hidden Gems" to help shoppers and tourists unearth some of Hull's lesser-known attractions.

"We'll still be working hard to keep the streets safe and clean and to continue the good work of the first five years," said Kathryn.

"But we know there is more to be done, we've got the ideas and with public sector funding so limited we hope we'll get the chance to deliver them."

Online directory will help business

Hull BID is planning to use its newly-updated online directory to support a range of new initiatives aimed at helping city centre businesses.

The business directory, which can be found at the Hull BID website – www.hullbid.co.uk – provides an important service in its own right with contact details and where appropriate web links for every business that is within the BID area.

But the aim now is to use the directory as a resource to support more promotional activities, such as "shop local" campaigns

and possibly a loyalty card service.

"With around 1,400 businesses covered by the BID it's been a big job to work through all of them and make sure the records are up to date," said Kathryn Shillito, Hull BID City Centre Manager.

"Businesses come and go for various reasons, contact details change and people add websites. We managed to secure some funding to enable us to research all the details of all the businesses and ensure they are up to date.

"The result is a central resource for anyone who wants to make contact with a city centre business – the only resource of its kind. But now we've improved the directory we want to make the most of it.

"We're looking at ideas around a 'shop local' campaign to encourage people to support city centre businesses and to encourage those businesses to purchase from each other. We're also awaiting the outcome of some research by a private sector partner into the possibility of a

loyalty card that would enable city centre businesses to join forces and offer incentives to customers."

The ideas are an extension of Hull BID's business support activities, which already include using its network to bring businesses together through forums and other meetings and using links with public sector bodies to help resolve any problems that arise.

Claire McAvan, Store Manager at Debenham's in Hull, said: "I am completely new to this area but I know if there is anything I need I can call or email Hull BID.

"It is reassuring to know there is that third party who you can go to rather than having to contact the local authority or other organisations to get things done."

John Goodwill, Store Manager at Primark, added: "I haven't been at the Hull store long and I haven't needed to ask BID for help but I do know something about the support they offer. I've attended meetings with other retailers and I think the level of communication is fantastic."



END OF AN ERA: Mike Killoran with Victoria Jackson (left) and Hull BID City Centre Manager Kathryn Shillito. Picture courtesy of The Journal and Ian Cleland.

Founding chairman looks back on Hull BID success story

A founding father of Hull BID gave the partnership a huge endorsement as he left the city after nearly two decades at the forefront of the local business community.

Mike Killoran stepped down as manager of the Princes Quay Shopping Centre in June, a retirement that also brought his departure from the Hull BID Board that he helped establish five years ago.

A newcomer to Hull, Mike quickly became one of its most enthusiastic ambassadors on arrival here in 1994, never passing up an opportunity to promote the city and its people locally, nationally and internationally.

On stepping down, Mike listed Hull BID as being one of the city's most important successes in recent years.

"Hull BID and The Deep are the two great success stories," he said.

"The BID has just been overwhelmingly successful not only for the retail sector but for business generally. People have really bought into it."

Mike paid tribute to Alderman Pat Doyle, former Leader of Hull City Council, for his

efforts in supporting the creation of Hull BID and he praised city centre businesses for sharing that vision.

"As a partnership BID has delivered instantly and effectively and brought tremendous value with improvements to the city," said Mike.

"Graffiti was one of the biggest problems and dealing with it so effectively has been one of the biggest achievements.

"We have put money into policing to create a safer city centre and we have helped nurture the evening economy, bringing entertainment in.

"We wanted to make sure all the businesses in the city centre benefited from the BID. We have worked hard on doing that and we have made sure our objectives matched those of the business community.

"Our success in securing match-funding in addition to the contributions from businesses has helped establish Hull BID as one of the benchmarks in the UK."

Victoria Jackson, Hull BID Chair since September 2009, led the tributes as he prepared to leave the city.

"The first thing I have to say is that Mike Killoran was always going to be a very hard act to follow as Chair of Hull BID," said Vickie.

"His achievements were significant in terms of working with public and private sector partners to establish Hull BID in the first place and then making such a success of the project.

"We have continued to build on those solid foundations and we have developed a vision for the future which Mike has helped to shape. We are very grateful for his efforts and we wish him all the very best for the future."

Call Kathryn with any questions on build-up to second BID ballot

Businesses in Hull city centre voted five years ago to support a Business Improvement District (BID) to help make specific improvements over and above the statutory services delivered by public bodies including Hull City Council and Humberside Police.

In the coming months Hull BID will contact all city centre businesses with details of the second ballot, whilst voting papers will go out in August and people will have until Wednesday 14 September to cast their vote.

The ballot will be conducted by the Electoral Reform Society and the result will be announced by 5pm on Thursday 15 September.

Kathryn Shillito, Hull BID City Centre Manager, will be addressing meetings of business organisations and visiting individual businesses to explain more about the ballot procedure, to highlight Hull BID's work and achievements and to answer any questions you may have.

In the meantime if you want to know more please contact Kathryn on her direct line, 01482 611889, the Hull BID hotline, 01482 611802, or by email using kathryn@hullbid.co.uk or info@hullbid.co.uk



Victoria's column

Big achievements by a small team

A second ballot presents an opportunity to look back at five years of achievement by Hull BID – a period in which our small team have worked hard to help the city compete through some of the toughest economic times anyone can remember.

It was as a business woman that I was invited to join the Board of Hull BID after the first successful vote, and it is in the same capacity that I now hope for a similar result second time round.

I have seen for myself the difference Hull BID has made to the city centre, not on its own but by building partnerships with private businesses and public bodies including Hull City Council and Humberside Police, with whom it is vital to have a productive and trusting relationship.

And I have heard from my own contacts in all areas of business how impressed they are with the efforts of Hull BID.

Their staff and customers are safer because Hull BID's Support Officers assist the police in tackling crime. Their streets, door steps and alleyways are cleaner because Hull BID deals with the problems of graffiti and other mess. Their businesses benefit from the cultural programme in which Hull BID plays an active part, and which attracts customers into the city centre.

But most important of all I have experienced first-hand how Hull BID listens to the business community, identifies its needs and spends the contributions from the levy accordingly.

So when we look back we do so only briefly, because what is more important is what lies ahead. We have the partnerships and the experience to continue the improvements Hull BID has helped deliver, and to build on them with new ideas that will bring further benefits to business.

The fact that there are now more than 110 business improvement districts nationwide, with new applications being submitted all the time, indicates more people are becoming aware of the advantages a BID can bring.

They see a BID as a vital asset that can help support a business community at a time of such intense pressure on the public sector. So we are indeed fortunate to already have a BID in Hull, and we must make sure we vote to keep it.

Victoria Jackson MBE
Hull BID Chairman