

Q2Report

Gourmet chefs and top entertainers take to the streets

Street food specialists who are making an impact regionally and nationally are joining forces to deliver a series of events which will bring quality cuisine and more to Hull city centre.

They will be joined by an entertainment programme featuring live music, circus stunts and a bouncing DJ set by the man behind the iconic Humber Street Sesh.

The crowd-pulling combination will take over the new-look Trinity Square to present a series of spectacular events during the summer, boosting the early evening economy and generating business throughout the city centre.

Hull Street Food Nights has been devised by HullBID in partnership with food, drink and entertainment operators who are experts – and in some cases pioneers – in their sector. Taking place on Thursdays, they will commence at 4pm until 9pm on 20 April, 25 May, 22 June, 27 July, 17 August and 21 September.

Taking part is Shoot the Bull, which has added more accolades to its prize for Best Street Food at The Food Awards England 2016. Also involved is Kerb Edge, the gourmet burger business which has been a leader in the development of the street food sector and has now embarked on a £40,000 investment

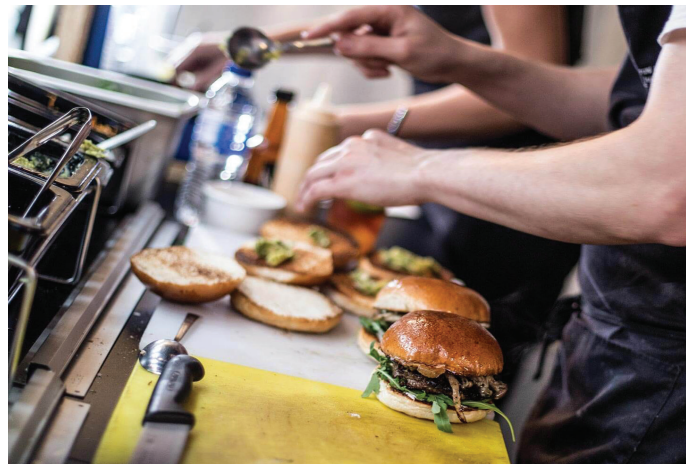
programme to build a national profile.

Other city businesses freshly-preparing their food include Tapasya, Go Dutch Pancakes and Thai House, with drinks from local bars and brewers including Oscars Bars and Yorkshire Brewing Co. Plans are also underway to introduce and rotate new vendors at each event.

The entertainment programme will be complemented by Mark Page – aka DJ Mak – and will feature live performances by local bands including Delta Vega, Fronteers and the HarriWatts Band. Fire performers, stilt walkers Indian dancers and acrobats will add to the atmosphere.

Hull Street Food Nights is sponsored by Tesco Extra Hull and supported in kind by All Occasions, the Hull-based leader in the supply of marquees and other equipment for major events.

Kathryn Shillito, HullBID City Centre Manager said "We are indebted to Tesco and All Occasions who are investing significantly to make sure Hull Street Food Nights will bring together the highest quality food and drink in a rapidly expanding sector with superb entertainment from Hull's fantastic festival scene.



Fun and food at Hull Street Food Nights.

"One of our priorities in planning HullBID's activities for City of Culture year was to make sure we have a fantastic food offer which is a good fit with all the other events. Our Yum! Festival has done a great job of showcasing the work of local food producers and vendors. It will be back on Friday 11 and Saturday 12 August as a sumptuous centrepiece, but prior to and after that Hull Street Food Nights will equally whet the appetite!

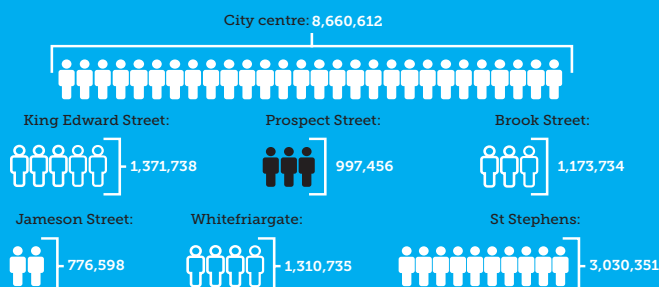
"It has taken a lot of hard work to pull all the ideas together and we are extremely grateful to all involved.

The food and drink businesses and the entertainers have been so enthusiastic, and event partners including Hull City Council and Holy Trinity Church have been very supportive.

"Our aim is to encourage people to stay in the city centre after work and the informality of the event allows that. Family-friendly audiences are encouraged as are visitors from the locality and further afield but importantly we want to encourage revellers to take in some of the other bars and cafe bars post 9pm."

Stats dashboard

FOOTFALL (Dec 2016 - Feb 2017.)



HULLBID radios distributed: 9

CLEANING PROJECTS: (DEC - FEB)

64

GRAFFITI TAGS REMOVED: (DEC - FEB)

86

BUSINESS LIAISON VISITS (DEC - FEB)

27

Finance

In our second quarter (Jan – March) of the BID financial year, which runs October to September, income generated from the levy totalled £95,000 with additional income from sponsors towards the HullBID Awards and Hull Street Food Nights.

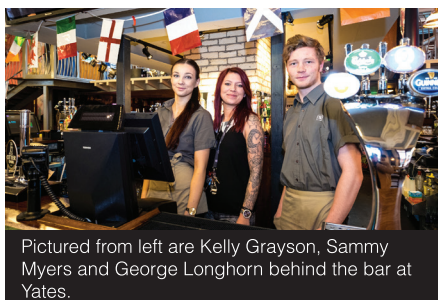
Apart from our static costs – including our patrolling BID Support Officers, a contribution towards extra policing and provision of a full-time cleaning and maintenance operative – our key spend has been in marketing and events. Our new 'Style File' guide to fashion and beauty in the city centre, together with the development of our mobile app have taken the bulk but we are satisfied this was money well spent which supports a cross-section of sectors.

As we approach our third quarter (April to June) we anticipate an income of approximately £125,000 which may include a reconciliation payment carried over as BID term 2 closes. Specific funds will be apportioned towards the ever-popular HullBID Awards/Dinner taking place 21 April, the HullBID Business Network Event and lunch on 12 May and the 'Inspiring Women' Dinner on 7 June as part of Humber Biz Week. Tickets for these events are complimentary to BID members*

The collection of the levy by Civica (Hull City Council) continues at a pleasing pace and we are grateful to the many businesses that settled their invoice promptly.

*Tickets available on a first come first served basis

Featured new businesses



Pictured from left are Kelly Grayson, Sammy Myers and George Longhorn behind the bar at Yates.

Yates

A popular Old Town pub has been given a new look with a complete refurbishment under the new ownership of Yates. The venue aims to offer something for everyone with live sport on TV, a DJ with dancefloor and free wifi. The menu varies from nibbles to big plate combos and the drinks range extends from real ales and continental lagers to wines, spirits and a lively cocktail selection.

Yates, Trinity House Lane, Hull, HU1 2JD **Tel:** 01482 426181 **Website:** www.weareyates.co.uk
Email: yates.hull@stonegatepubs.com



General Manager Jamie Hardy (left) and Supervisor Matthew Burke at Gravity.

Gravity

Fun and fitness are the themes for Gravity, which has brought wall-to-wall trampolines, foam-filled pits and dodgeball to St Stephen's Shopping Centre. Opening hours vary for the sessions which include disability classes, parent and toddler groups, high intensity workouts and after dark events with a live DJ. School trips and corporate team-building events can also be booked. The centre also offers parking discounts.

Gravity, St Stephen's Shopping Centre, Ferensway, Hull, HU2 8LN **Tel:** 01482 231707
Website: www.gravity-uk.com **Email:** hull@gravity-uk.com

Wed2B

Wed2B opened its first store in East Yorkshire in the redeveloped City Exchange building. The bridal wear company stocks hundreds of dresses in different designs with sizes from 6 to 30 and prices from £99 to £599. Opening hours are from 10am until 5pm five days a week plus late opening until 8pm on Thursdays. Sunday hours are 11am until 5pm.

Wed2B, City Exchange, Alfred Gelder Street, Hull, HU1 1AA **Tel:** 01482 426524 **Website:** www.wed2b.co.uk **Email:** info@wed2b.co.uk

Rock Up

Rock Up has arrived in Hull with 26 multi-coloured climbing walls, a soft play area for the under 8s and its own café. The centre also offers a range of parking deals with discounts available during the day and free parking after 5.30pm. Opening hours are 9am until 8pm Monday to Thursday, 9am until 9pm Friday and Saturday and 9am until 7pm on Sundays and Bank Holidays.

Rock Up, St Stephen's Shopping Centre, 110 Ferensway, Hull, HU2 8LN **Tel:** 01482 968000
Website: www.rock-up.co.uk/hull **Email:** info@rock-up.co.uk

Eden Mobility

Britain's largest mobility retailer has opened its third outlet in the Hull area and 28th nationwide at Reed Street, next to Freetown Way. The new Eden Mobility store shares its premises with NRS Healthcare and sells mobility aids and other equipment. The opening coincides with the company launching an insurance and maintenance package. The shop is open from 8.30am until 4pm from Monday to Friday.

Eden Mobility, 11 Reed Street, Hull, HU2 8JJ **Tel:** 01482 424425 **Website:** www.eden-mobility.co.uk
Email: assessmentcentre@eden-mobility.co.uk

Escape Room

Hull residents Matt Elms and Jack Mangan turned their passion for escape rooms into a business venture by opening Escape Room Hull. The pair offer two live escape rooms and a variety of virtual reality escape rooms, setting challenges for families and friends and for corporate events. It's open seven days a week from 10am until 10pm with the last booking at 8.30pm.

Escape Room Hull, 183 Ferensway, Hull, HU1 3UA
Tel: 01482 762764 **Website:** www.escaperoomhull.co.uk **Email:** info@escaperoomhull.co.uk

Three Month diary

April 17

25 March – 14 May : Poppies: Weeping Window, Hull Maritime Museum

Apr-Aug: Unveiling Ferens' New Collections including Freud, Mueck and Tunick.

5 Apr-17 June: Somewhere Becoming Sea, Humber Street Gallery

20 Apr: Hull Street Food Nights, Trinity Square

21 Apr: HullBID Awards, The Royal Hotel Hull

May 17

4-27 May: Richard III, Hull Truck Theatre

12-14 May: Transgression: Breaking the Rules (Hull Dance), various city centre

12 May: HullBID Business Network Lunch, Holiday Inn Marina

13 May: International Hanse Day, Hull Old Town

25 May: Hull Street Food Nights, Trinity Square

26-29 May: Hullzapoppin, celebration of world lindy-hop day, Hull City Hall/ Guildhall

27 May – 10 Sept: Bill Bailey's Cabinet of Curiosities, Hull Maritime Museum

June 17

2-4 June: Where Are We Now, Hull City Hall and additional venues

7 Jun, 4 & 14 July: BP Big Screens, Zebedee's Yard

7 Jun: HullBID Inspiring Women Dinner, Holiday Inn Marina

8 Jun-1 July (intermittent dates): Mighty Atoms, Hull Truck Theatre

22 June: Hull Street Food Nights, Trinity Square

The above is a snapshot of City of Culture led activity.

Please visit www.hull2017.co.uk for full listings of events.

➤ We collaborate

Photography and fashion on menu

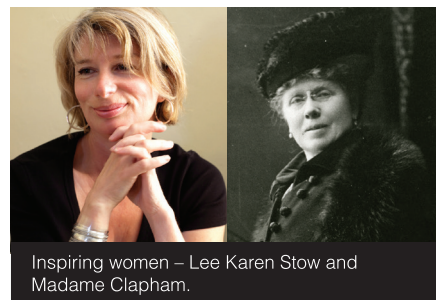
A woman who turned Hull into the home of fashion for royalty and the aristocracy, and another who travels the world's war zones as a photographer will combine to captivate the audience at the HullBID Inspiring Women dinner.

Madame Emily Clapham, who employed hundreds of local women and girls in the

production of high quality, bespoke outfits for the rich and famous, achieved unrivalled success during the late 19th and early 20th centuries.

Her story will be told by Susan Capes, Assistant Curator at Hull Culture and Leisure Ltd at the dinner which will take place at the Holiday Inn Hull Marina on Wednesday 7 June.

Hull-born journalist and documentary photographer Dr Lee Karen Stow will present a slideshow talk about her work highlighting largely-forgotten women of war and women peace campaigners. From her international touring exhibition "Poppies: Women, War, Peace", Lee will introduce some of the many inspiring women whose stories are largely forgotten behind the bigger headlines. Lee will also reveal a glimpse of her new exhibition "TORN", to be launched for Hull City of Culture in November 2017.



Inspiring women – Lee Karen Stow and Madame Clapham.

Kathryn Shillito, HullBID City Centre Manager, said: "The Inspiring Women dinner is a highlight of Humber Business Week with tickets expected to be snapped up quickly. Contact Francesca@hullbid.co.uk for details.

➤ We communicate

Sponsorship deal for Travel Extra

A charity which helps to make Hull city centre more accessible by providing mobility aids has been backed by further sponsorship from St Stephen's Shopping Centre and HullBID.

Travel Extra, which operates from the transport interchange, provides a vital service for disabled people and people with reduced mobility. Bill Murray, manager of the service said demand is increasing from local residents and from visitors.

He said: "Our equipment includes mobility scooters, wheelchairs, walkers and cycles.



Councillor Joyce Korczak Fields receives a cheque from Kathryn Shillito. Also pictured (from left) are Sally Lewis of Travel Extra, Jim Harris and Bill Murray.

We've had a very busy start to the year and we expect that to continue.

"We generate income from our hire charges and from our membership fees but sponsorship is very important when it comes to maintaining

the equipment and the service and we're very grateful to St Stephen's Shopping Centre and to HullBID."

Kathryn Shillito, HullBID City Centre Manager, said the city centre has become much more accessible, helped along by the improved public realm works providing an opportunity for visitors and for businesses.

She said: "Travel Extra is an excellent facility which makes it a lot easier for less mobile people to make their way around the city centre and enjoy the shops, bars, restaurants and many attractions in the same way as anyone else.

"The value of the Purple Pound, the term used for the spending power of disabled people and their companions, is estimated by the Department of Work and Pensions to be £245 billion every year and the work of Travel Extra gives city centre businesses a better chance of meeting the needs of disabled customers."

➤ We promote

Big anniversary for Freedom Festival

Organisers of Hull's Freedom Festival are planning to take over huge areas of the city centre as the event celebrates its tenth anniversary this year.

Lighting installations, circus shows and a street art project made in Hull and its twin city of Freetown Sierra Leone are some of the attractions. Also in the programme is a large-scale dance commission, extensive street theatre performances and family friendly workshops.

The Festival will take place from Friday 1 September until Sunday 3 September and will feature more than 300 local national and international artists. The Fruit Market will be the focus of many activities, and organisers will also make use of the spaces created by the public realm works.

The Festival Gardens will be set up in Queens Gardens as the venue for a home-grown theatrical food event.

Mikey Martins, CEO and Artistic Director of the Freedom Festival Arts Trust, said: "This is a very special year for us, in Hull's year as UK City of Culture and our own tenth anniversary. The festival has evolved into something unique: it brings extraordinary international acts while having the DNA of the city running through it."

Kathryn Shillito, HullBID City Centre Manager, said: "It's very pleasing knowing that we have so many fantastic events taking place and that



Drummers from Spark! – a 2014 highlight of 10 years of the Freedom Festival.

we've still got the Freedom Festival to come.

"Early indications are that the Festival programme will again attract people from far and wide. That's great news for the city centre business community and we'll be keeping members informed as more details emerge."

For more information visit www.freedomfestival.co.uk

➤ We innovate

Opportunity thrives in the Fruit Market

An area of Hull that bustled with commercial activity for decades before lapsing into decline is now undergoing a remarkable rebirth.

For more than a century the area in and around Humber Street was home to the city's fruit and vegetable trade – an industry that shaped a characterful, waterside quarter of warehouses and cobbled streets.

With the traders long gone, the Fruit Market is a place of new purpose, vitality and opportunity.

The rejuvenation is being driven by Wykeland Beal, formed by Wykeland Group and Beal



David Donkin in Humber Street.

Homes, working in partnership with Hull City Council. Their innovative vision is to take the unique attributes that have made the Fruit Market the cultural and creative heart of the UK City of Culture and shape Hull's first urban village.

Investments in high-quality office spaces such as Marina Court and @TheDock have produced a fast-growing business quarter. The decline of Humber Street's warehouses has been reversed, with new buildings springing up in keeping with the setting.

The street scene has been transformed under the

City Council's £25m public realm programme and construction will begin soon on a development bringing modern city living to Hull.

The sympathetic regeneration has also acted as a catalyst for a diverse mix of retail, leisure, business, cultural and creative operations.

Wykeland Property Director David Donkin said: "The Fruit Market presents a truly unique opportunity to create a community where people live, work and play in one of Hull's most historic and distinctive areas.

"This is a long-term regeneration project that has a key role to play in the fundamental reinvention of Hull. There is much more to come, but we are encouraged by the enthusiastic response so far. It's clear the commercial and creative communities, and the public generally, are as excited as we are by the Fruit Market's enormous potential."

David Donkin will deliver a briefing on the Fruit Market regeneration at a HullBID networking event at the Holiday Inn on Hull Marina on 12 May from 12pm-1.30pm.

Q2News

City centre celebration in store at the HullBID Awards

A woman who literally went the extra few miles to look after her customers captured the spirit of the HullBID Awards as one of last year's winners.

Also honoured was a man who helped to pave the way for the formation of HullBID and who has helped to revive the city centre with some transformational regeneration projects.

Both Lynn Ripley and Malcolm Scott are urging other businesses to celebrate the quality, variety and vibrancy of a city centre which has so many winners.

The Awards will take place on Friday 21 April, with a full house expected for a presentation dinner at The Royal Hotel Hull.

Lynn Ripley of Siesta International Holidays in Paragon Street, Hull, won the customer service award for getting up early one morning and driving to meet the coach to send a mobile phone containing important contact and medical information to a holiday client in Spain.

She said: "I had no idea they had put me forward for an award until I received a phone call from HullBID. I was really shocked when I won, but in a good way, and the awards night was absolutely fabulous."

Malcolm Scott was one of the first people to chair the Hull City Centre Task Force company, which led to the creation of HullBID in 2006. His projects since then have included the creation of Fruit Trade music recording studio in Humber Street and the development of 94 Alfred Gelder Street as a venue for cultural and mainstream businesses.

After winning the Lifetime Contribution Award he said: "The Awards are great. We can't always celebrate success but we can celebrate effort. The harder you work the luckier you get and there are some tremendously hard-working people doing great things in the city centre."

Kathryn Shillito, HullBID City Centre Manager, said: "The HullBID Awards are in their fourth year and have become recognised as a great competition and a superb night out, all of which brings businesses together."

"Once again we've had fantastic support from the sponsors and the independent panel of judges but on the night it's all about the businesses and this year we've had a record number of entries from a great variety of sectors."

Joining Kathryn on the judging panel were Revd. Matt Woodcock of Holy Trinity Church, Charity Fundraiser Pauline Speed and Jane Smallwood of the Hull Daily Mail.



Malcolm Scott with his Lifetime Contribution Award

HullBID Awards shortlist

Safe City Award, sponsored by Radphone Ltd: Civic, Hull City Council; St Stephen's security team; Wilberforce Pharmacy.

Dressed to Impress Award sponsored by The Royal Hotel, Hull: Poorboy Boutique; Hares & Graces; Kaspas Desserts.

Outstanding Employee or Team Award sponsored by Prospect Shopping Centre: Tim Davis, Games Workshop; St Stephen's security team; Yvonne Uscroft and the housekeeping team, Holiday Inn Express.

Service with a Smile Award, championed by the Hull Daily Mail: Hair @ Quayside; Oscars Bar; Timpson shoe repairs.

Community Spirit Award sponsored by Princes Quay: APCOA Parking UK; Jonathan Wright, Eurovia; Gosschalks Solicitors.

Entrepreneurial Spirit Award sponsored by Bronx: Judy Newlove, Sugar 'n' Spice; Sharon, Abigail and Brittany Taylor, Hares & Graces; Tapan Mahapatra and the team at Tapasya @ Marina.

Commitment to Training and Development Award, sponsored by Pride Hair and Beauty Academy: Grosvenor Casino; Pride Hair and Beauty Academy; Salon Apprentice.

Innovative Marketing Campaign Award, sponsored by 360 Chartered Accountants: Dr Martens; Princes Quay; Tapasya @ Marina.

Alive After Five Award, sponsored by St Stephen's: McCoys; Superbowl UK Hull; The Sugar Mill.

Lifetime Contribution Award sponsored by Kingston Recruitment to be announced on the night.

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

News

Aparthotel adds boutique option to the Old Town

A Hull-based developer has added a new dimension to the city's accommodation offer by opening a boutique aparthotel in the heart of the Old Town.

Allenby Commercial is now taking online bookings for The Hideout Hotel, which will open by June in North Church Side, next to Hull's new Minster.

Hotelier Georgia Allenby said: "We are really excited about the Hideout Hotel because of its fantastic location and because it is a perfect fit with all the amazing things that are happening in Hull.

"The Hideout Hotel will support a wide range of local businesses – bars, restaurants and

shops will benefit because we don't intend to offer a food and drink service. Furniture makers and even artists will benefit because we will incorporate their work into the building."

Allenby Commercial will own and operate the Hideout Hotel and has used its own construction teams and local suppliers to convert the three floors of retail and office units into a high class development of 15 one and two-bedroom apartments.

The hotel can accommodate around 40 guests, with the property designed specifically to ensure each unit has a direct view of the Minster. Each apartment includes a living/dining area, a workspace and a kitchen equipped with sink, fridge, dishwasher, microwave, oven, kettle and more. Guests will be able to book wedding packages and other special events and can order hampers, cycle hire and other services.

Georgia said: "We bought the building because we recognised it was in the ideal location for a hotel, and we decided on an aparthotel because it is so close to so many pubs, café bars and



Georgia Allenby at the Hideout Hotel.

restaurants around the marina, in Princes Dock Street and throughout the Old Town.

"The idea is to provide high quality, affordable accommodation in an attractive area. The facilities are modern but with vintage character, ensuring that people will be very comfortable if they want to eat in and there are all sorts of options nearby if they go out."

The Hideout Hotel is taking bookings now at www.hideouthotel.co.uk

Planning ahead to make most of City of Culture

Sell-out shows at Hull Truck Theatre and amazing attractions on the city's streets have sealed the success of Hull's City of Culture status.

Many businesses have been bowled over by the crowds which have descended on the city centre, and with many more events still to come HullBID is working with the organisers to make sure people are prepared.

HullBID has already started improving the flow of information by compiling and distributing a City of Culture briefing which lists all the big events as far ahead as possible. The City of Culture team along with the BID will be distributing brand packs to all city centre

businesses, enabling them to display window stickers and door signs to welcome customers.

Catherine Goble, HullBID's Marketing and Events Co-ordinator, said: "Because of the nature of some of the events it is inevitable that some details will occasionally have to be kept under wraps – the blade installation was a good example of that. But whenever possible we will share as much information as we can to help businesses, particularly in the food and beverage sector, plan their stock and staffing levels.

"The huge success of Made in Hull took many people by surprise and also prompted the question of how Hull could follow that. The answers were with the fastest-selling show at Hull Truck Theatre, thousands of visitors to see the blade and the prospect of even more to marvel at the Weeping Window.

"There is so much more to come and even the events outside the city centre, at venues



Poppies pulling the crowds to Queen Victoria Square

including the KCOM Stadium, Hull Kingston Rovers and Burton Constable Hall, will generate business for our members so we all need to be open and ready."

For the latest details of the City of Culture programme please visit the official website at www.hull2017.co.uk

Style File is the ultimate guide to city fashion scene

Big brands and some best-kept style secrets have been brought together to create the ultimate guide to fashion and beauty in Hull city centre.

The Style File has been produced by HullBID with sponsorship from businesses including Hugh Rice Jewellers and St Stephen's Shopping Centre. Promoted as a "beauty bible and the "go-to guide for top-to-toe gorgeousness", it takes shoppers on a tour of the city centre's diverse and cutting-edge scene.

The bright and easy-to-navigate design organises retailers into categories of fashion, footwear, beauty, jewellery and others - the accessories and services which contribute to complete a great look. Imaginative use of symbols allows the

reader to target immediately the items they are looking for, whilst a key highlights providers of vibrant vintage wear and the array of independent operators working to bring a touch of 'Hullness' to the High Street.

Mike Rice, Chairman of Hugh Rice, said: "It is really important for businesses to connect with people who are visiting Hull whether they are here for business or, increasingly, for leisure.

"We sponsored the Style File to promote our business and also to promote the city. We are delighted with the way that City of Culture has started, with the redevelopment of the city centre. It seems to be the perfect storm to carry on the optimistic mood and translate that into the feelgood factor with sales."

Kathryn Shillito, HullBID City Centre Manager, added: "The Style File provides visitors with locations, contact details and information on the wide array of products and services on offer. We're working with city hotels, the businesses featured and other private and public



Sharon Acklam (right), manager of the Hugh Rice store in St Stephen's, shows off The Style File with Jim Harris, Mike Rice and Kathryn Shillito.

organisations to display the brochure ensuring it gets maximum readership.

"It's another example of HullBID supporting local businesses with no costs attached and feedback from retailers and their customers has been very positive."

News

Milestone for flagship hotel at Hull Marina

A flagship hotel is looking for customers and former staff members to help celebrate its 30th anniversary.

Management of the Holiday Inn Hull Marina, which opened in 1987, plan to bring people together for a series of commemorative events starting with the first manager – well known hospitality industry professional Paul Vinsen.

Paul, who is chairman of the Hull and East Yorkshire Hospitality Association (HEYHA), said: "The hotel opened with a bang and exceeded all expectations. It was the place to be from the start and the restaurant was really popular



with an established lunch trade. However it was felt to be outrageous then to consider Hull as a tourist destination or for a weekend break."

Paul spent seven successful years at the Hotel before moving to the Grange Park in Willerby. He said: "The hotel has been embedded in the life of the city from the start and the location is second to none. If people come to stay in Hull this is the place they want to be. Near the city

centre with a view over the marina."

Nigel Dibb, who took over as General Manager of the hotel in December last year is working with his team on a programme of events which will celebrate the anniversary and raise funds for Marie Curie, the hotel's charity for the year

He said: "It's not just about this year. There will be some work on the existing bedrooms and a planning application has gone in for a new bedroom extension.

"We're looking forward to bringing people back together, people who have worked here and who have held special occasions here. We had a couple from Huddersfield visiting only recently for a midweek mini-break to explore the city of Culture attractions who have vowed to return."

Former staff and guests are asked to share their memories by contacting the hotel on **01482 386300**, email admin@hihull.com

Old Town set for funding boost as Action Zone

HullBID has welcomed the news of a cash injection into Hull's old town resulting from a successful bid by Hull City Council to become a Heritage Action Zone.

Kathryn Shillito, HullBID City Centre Manager, said the designation by Historic England will provide money to carry out further improvements to enhance the Old Town, particularly buildings of distinction, with businesses throughout the city centre ultimately benefitting as a result of increased visitor numbers.

Kathryn said: "We have supported the Council in

their bid for Heritage Action Zone status and will continue this support as a partner organisation. We welcome confirmation that the City Council intends to work with existing businesses and potential new investors to continue the improvements of recent years."

Heritage Action Zones were outlined to representatives of Hull City Council and the city's business community in a presentation last year by Trevor Mitchell, Historic England's Planning Director for Yorkshire.

He said: "Change is happening in the Old Town but some parts are still under used. We are keen to work with the Council to increase the awareness of what the Old Town has to offer and to make it easy for developers to bring jobs, homes and visitors here."

The City Council's application highlighted that the Old Town has been inhabited for more than

700 years, is home to 40 per cent of the city's listed buildings, the last remaining medieval street pattern and nationally significant heritage and archaeology. As one of 10 places selected as a Heritage Action Zone, the city will receive £500,000 over the next five years to help bring neglected buildings back into use, improve areas to kick-start regeneration and develop visitor attractions.



Chair's statement

Jim Harris, HullBID Chairman

For all of us who work in the city centre it is important that we target those regular customers we lost through the building work and attract them back into Hull to enjoy the new look. That particularly applies to people who are less mobile and who will have felt the disruption the most, so it was a real pleasure to renew our support for Travel Extra and present them with a cheque. This great service is there for the benefit of all our visitors the city to use and it makes our newly renovated city streets so easy to navigate.

Got a question?

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

www.hullbid.co.uk

The HullBID team

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



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