HuBD For a positively thriving city.

Q1 January - March 2018

BID HOTLINE 611888

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Q1Report

Experts impressed by city centre transformation

A leading authority on retail-led regeneration gave Hull its seal of approval for working to maximise the benefits of investment triggered by City of Culture.

Representatives of Revo – the retail evolution partnership – highlighted the city centre streets and the shopping and leisure offers as areas showing major improvements since the group held a conference in Hull in 2016.

Bernard Ferris, Head of Retail Property at FI Real Estate Management and chair of Revo's northern board, said: "We came here for our conference in anticipation of City of Culture and the effect that it might have.

"The reason we came back is because so much has happened since our previous visit and we wanted to look at the effects of that and see if there's a physical manifestation of the change.

"There has been a lot of change in terms of the public realm and the commercial space. The public realm has been improved dramatically and Princes Quay has been developed as a hybrid shopping centre. City of Culture has been a huge success for the people, not just for the businesses."

Photo-Me and Lightowler sponsored

the visit by around 30 property professionals from organisations including shopping centres, local authorities and commercial agents.

They toured the city centre and visited Princes Quay and St Stephen's, hearing first-hand from speakers including the managers of both centres, Martin Green, Chief Executive of the City of Culture Company, and Kathryn Shillito, HullBID City Centre Manager.

Ray Cliff, Head of Centre Management at Realm Limited, told how Princes Quay has benefited from the investment of £20 million to create the new Outlet Deck. He added that future plans include improving the food and beverage offer and creating direct access to The Venue, which is due to open next to Princes Quay by the end of June.

Jim Harris, Centre Manager at St Stephen's, highlighted some of the new arrivals including Smiggle, Footasylum, NYC Bar and Grill, Gravity, Fun Station, Rock Up, Zizzi and Caffè Nero. He added that the total space allocated to the food and beverage sector and to leisure has almost doubled since 2012.

Jim commented: "We have created more space this year and worked with more users and new investors.



Kathryn Shillito with (from left) Ray Cliff of Princes Quay, Jim Harris of St Stephen's and Bernard Ferris of Revo.

The difference in Hull has helped, and the city now has a higher profile."

Martin Green said the City of Culture company will publish its research into the economic impact of the 2017 programme at Easter, and he gave a preview of some of the figures.

He said: "A total of 1.1 million people walked past Blade during the nine weeks it was up in Queen Victoria Square. Of those, 210,000 said it was their reason for visiting on that particular day. If they all buy one cup of coffee you have the beginning of your economic argument." Kathryn said: "The fact that the Revo delegates were so keen to return to Hull underlines the progress achieved by the city and its businesses. The contacts we have developed in the retail and property sectors will help us build on that success.

"Hull has become a book-it list destination to visit and a popular place to reside. It's in tune and people want to be part of its success. We are seeing a growing number of conversions of commercial buildings into residential units for people who want to live in the city centre."



Finance

The anticipated income levy for the 2017/2018 financial year (runs 1 October to 31 September) is approximately £381k. This is £70k down on the previous year, however there are a number of factors. Following the public realm works, a good number of appeals from businesses saw rateable values decrease; similarly we have seen conversions of office space to residential, whilst a number of buildings have been demolished. To accommodate this, we have reviewed our staffing levels and renegotiated our major contracts with suppliers.

Pleasingly, a number of new buildings including the DoubleTree by Hilton Hotel are due to come onto charge imminently as well as new businesses

Featured new businesses



Members of the Buca di Pizza team outside the restaurant.







Buca di Pizza

Buca di Pizza, which loosely translates as "the pizza pit", has added to its restaurants across the north with an outlet in Humber Street which has created 15 jobs. The owners promise new and exciting flavours from around the world, recreating Italian classics with modern twists seven days a week. The restaurant offers seating for 80 people inside and 20 outside. Opening hours are 11.30am-11pm Monday to Saturday and midday until 10pm on Sunday.

Buca di Pizza, 6 Humber Street, Hull, HU1 1TG Tel: 01482 325190 Website: www.bucadipizza.com Social media: @bucadipizzaHull

Type Slowly

Zines, comics and other quirky, creative gifts adorn the walls of Type Slowly, which has extended its global online presence with a new shop in Carr Lane. You'll also find Type Slowly's own style of t-shirts and a selection of punk/alternative vinyl rarities. Owner Michael Barnes offers local zine publishers an outlet for their products and is open for business every Saturday from 10am until 4pm and from 10am until 2pm Tuesday to Friday.

Type Slowly, 44 Carr Lane, Hull, HU1 3RF Website: www.typeslowlystore.com Social media: @typeslowlyhull

Bévos Tapas Fish & Grill

A new restaurant with a Mediterranean theme has opened in the prime site previously occupied by city centre favourite Stanley's Brasserie. Bévos Tapas Fish & Grill is open from midday until 4pm on Sundays and Tuesdays, and from midday until 11pm Wednesday to Saturday. In addition to various tapas, fish and grill options the team of eight serve sandwiches and salads and an expanding range of beers, wines, spirits and cocktails.

Bévos Tapas Fish & Grill, 2–4 Paragon Square, Hull, HU1 3QT Tel: 01482 222470. Also on Facebook.

Comedy Lounge

A building which became established at the heart of Hull's social scene as Bali Hai nightclub and more recently Laser Quest is now offering visitors a fun-filled night of laughter as the Comedy Lounge. The venture has been launched by comedian and hypnotist Paul Hazell and his wife Beverley, who are tapping into their network of showbiz contacts to present comedy from the local, regional and national circuits including shows for children. Food, drinks and live music are also available.

Comedy Lounge, 112 - 116 George Street, Hull, HU1 3AA On Facebook: @comedyloungehull

that have opened in 2017. Similarly, as rateable values readjust once appeal periods come to an end, we see the picture improving as we head towards the half-year mark in 2018. At this time, we can apportion any additional non-budgeted income accordingly.

We also anticipate increased income from sponsorship and vendors taking stalls at our popular Street Food Nights and Yum! Food Festival – which will continue next year – bolstering our income by around £65k.

Notwithstanding the changes, we will continue to maintain our core services whilst our events calendar will see new initiatives taking place to support a variety of sectors.

Three Month diary

January

- 6: Glenn Miller Orchestra, Hull City Hall
- 11: Flog It, Hull City Hall
- 11: ELO Experience, Hull New Theatre
- 20 & 26: Absolute Bowie, Fruit
- 23: Snow Maiden, Hull New Theatre
- 24: Romeo & Juliet, Hull New Theatre
- 25: Jason Manford, Hull City Hall
- 25: Swan Lake, Hull New Theatre
- 26: The Nutcracker, Hull New Theatre
- 26-17 Feb: The Culture, Hull Truck
- 27-28: Babes in the Wood, Hull City Hall
- 27: Cinderella, Hull New Theat

February

- 1: Boycott & Aggers, Hull City Hall
- 6: Jess and The Bandits, Fruit
- 6-10: Tango Moderno, Hull New Theatre
- 7: Erasure, Hull City Hall
- 10: Joel Dommett, Hull City Hall
- 13-17: Hamlet, Hull New Theatre
- 16: Illegal Eagles, Hull City Hall
- 19: Electric Six, Fruit
- 20-3 March: Jersey Boys, Hull New Theatre 20-24: The Bold Knights of Britain, Hull Truck 21-24: Turn and Face The Strange, Hull Truck 23: Space, Fruit

March

- 2: Superslam Wrestling, Hull City Hall
- 3: Suggs, Hull City Hall
- 6-17: The Band, Hull New Theatre
- 7: Russell Brand, Hull City Hall
- 13-17: Dark Winter, Hull Truck
- 14-16: Sarah Millican, Hull City Hall
- 16: Showstopper! The Improvised Musical, Hull Truck
- 16: Bootleg Blondie, Fruit
- 20: Gary Numan, Hull City Hall
- 20-24: The Producers, Hull New Theatre
- 21: Stewart Lee, Hull City Hall
- 27: La Traviata, Hull New Theatre
- 28: Madama Butterfly, Hull New Theatre

We collaborate

Emmaus at forefront of help for homeless

A charity which works to address the underlying causes of homelessness is offering advice to businesses and helping to tell the true story behind the headlines.

HullBID is supporting Emmaus Hull & East Riding and is also working with other partners including Hull City Council and Humberside Police.

Kathryn Shillito, HullBID City Centre Manager, said: "Homelessness has been big news in recent months. It is important to remember that the problem is nowhere near as severe as in many

We communicate

Humberside PCC to meet BID members

Humberside Police and Crime Commissioner Keith Hunter will meet city centre business representatives at the next HullBID networking event on Friday 16 February.

The programme will continue on Friday 13 April with Emma Hardy, the MP for Hull West and Hessle as keynote speaker, supported by James Learning, Senior Project Manager at Highways England who will further update on the



Members of the Emmaus team working to tackle homelessness.

other cities, but it is something we need to address and Emmaus are at the forefront of that."

Kelly Thompson, Director of Emmaus Hull & East Riding, said the charity has housed 30 formerly homeless people and continues to progress people in a sustainable way– helping them secure qualifications and getting them into independent living and into employment.

HullBID sits on the Hard to House panel, which examines the most challenging cases, and

presentation he gave last August.

As 2017 drew to a close, the Home Office confirmed that funding for the police from central government will not be increased for 2018-19. Keith criticised the Government for effectively reducing the level of support for local forces, and said the reliance on Council Tax to top up resources means richer areas will benefit at the expense of poorer areas.

He said: "The work undertaken by Humberside Police during the past 18 months to get a real grip on the use of resources has allowed us to recruit additional officers at a rate beyond that of any other part of the country, and I hope the difference has been noticed by the public and the business community. Any additional money we can raise will not fill any financial holes but will translate directly into additional officers, which is what every community I speak to asks for." Keith will invite business representatives to give their views on the work of Humberside Police and will also outline the role of the new engagement officers, one of whom is tasked with dealing with enquiries from businesses in the Hull

people and enabling them.

email kelly@emmaushull.org.uk

have made or upcycled.

ample beds

Both events will take place at the Holiday Inn Hull Marina from 12 noon to approx 1.30pm and a complimentary lunch will be included; invitations will be sent out by email shortly.

area



Humberside Police and Crime Commissioner Keith Hunter.

We promote

BID targets hotel guests with survey

HullBID is joining forces with the management of a leading hotel to raise awareness among offshore workers and other travellers of the attractions of Hull city centre.

The BID team is working with management of Nightel Humber to identify the needs of guests staying at the hotel and to then provide the latest information about products and services available in the city centre, from retail and leisure to professional services and health facilities.



Nightel has been providing dedicated accommodation to workers in the offshore oil, gas and renewables workforces at Humberside Airport since 2007. Many workers spend long periods at the hotel in between spells working offshore, and in recent years the company has developed its services to meet the needs of other air travellers.

HullBID has compiled a simple survey to find out

such information as how long guests stay at the hotel, what days and times during the week they would like to visit Hull and what obstacles there are to them making the trip. The survey also asks guests to indicate their interests, including legal and accountancy services, cinemas, nightclubs and gaming, hair salons and tattooists, fashion and food outlets and gyms, bars and restaurants.

individual businesses help with donations and with training and work experience opportunities for the

Emmaus companions. The charity's Home from Home shop, which opened in Whitefriargate in November, raises money and showcases the skills of the companions by selling products which they

Kelly said: "The count that we conducted with

various partners in November found there were 28

homeless people in Hull, but nobody needs to be

sleeping rough in Hull at the moment. There are

"Those businesses which have rough sleepers

frequenting their premises should let us know so

we can come down and establish what's going

on. They should also refrain from giving money,

sleeping bags and fresh clothes. It sounds

heartless but there is a fine line between helping

To contact Emmaus for further information or with

offers of support please call 01482 223722 or

Kathryn Shillito, HullBID City Centre Manager, said: "The aim of the survey is to ascertain what Nightel Humber's guests might be interested in and encourage them to travel into Hull city centre to use our many shops, restaurants, leisure facilities, professional services and more. They are all just a short journey away.

"The guests include large groups of oil rig workers and apprentices who spend weeks at a time at the hotel and could be coming into Hull rather than doing online shopping."

We innovate

Creative make-overs for historic buildings

Hull city centre is adding to its cultural and creative appeal as a result of innovative investments by a local development company and an awardwinning chef.

Allenby Commercial, who opened the Hideout Hotel in North Church Side, during the summer of 2017, followed that project by acquiring Paragon Arcade and Danish Buildings. Both new venues are aimed at providing high quality, affordable space for emerging cultural businesses. New tenants at the refurbished Paragon Arcade will find such niche neighbours as Magpie's Den, Sugar 'n' Spice and Two Gingers Coffee House.

Danish Buildings will also undergo a facelift as managed workspace for creative businesses.

Charlie Allenby, Contracts Manager of Allenby Commercial, said: "It's in a great location, it's got stunning architectural features and it's screaming out for some love and attention. There are more than 20 offices across three floors and they have wonderful natural light with great views of the city and across the river."

Just across High Street from Danish Buildings, Chris Harrison opened Riverhouse Coffee Co to complement his hugely successful business next door, The Old House, a pub by Shoot The Bull.

Chris launched the restaurant as a pop-up in February 2016 and introduced a permanent service at the property in December 2016. The modernisation of Trinity Market prompted



Kathryn Shillito and Chris Harrison outside Riverhouse Coffee Co.

the idea of taking a stall there, and that project resumed after completion of work on Riverhouse Coffee Co.

He said: "The place next door was vacant, and the fact that we had an empty, lonely neighbour gave us the idea to open a coffee shop. The market site will become our central kitchen to supply the coffee shop and the mobile pop-ups as well."

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QINEWS Ruling paves the way for more city centre investment



Kathryn Shillito and city centre traders Alan Brigham (Hull Peoples Memorial), Jayne Yates (Yorkshire Linen Company) and Tony Smith (GoldenFry) with the campaign posters.

HullBID has welcomed the decision by the Planning Inspectorate to support city centre businesses by rejecting proposals for a major retail development at Kingswood.

Kathryn Shillito, HullBID City Centre Manager, said the ruling is a relief for business owners, particularly those who had made their own representations to Hull City Council's Planning Committee and to the Planning Inspector who heard the appeal by the developers.

Traders also participated in a poster campaign and collected more than 1,000 signatures for a petition against the scheme. Kathryn said the united front was a key factor in the success of the city centre's campaign, but she warned that the economy remains fragile and she outlined new ideas from HullBID to support member businesses during 2018.

The Planning Inspector's report highlighted that the proposed extension to Kingswood retail park would have a significant adverse impact on existing and committed investment in the city centre, and for planned development.

In addition, it referred to the improvements made by the City Council to public realm works in the city centre as well as public investment in The Venue, and the work undertaken to attract private backing including the delivery of the Albion Square development. Councillor Martin Mancey, Hull City Council portfolio holder with responsibility for planning, welcomed the ruling and said: "It is essential as a Council that we take bold decisions to ensure the city centre continues to thrive in the years ahead; safeguarding the current city centre retail offer, city centre businesses and the jobs of those employed therein.

"It is important that we protect our investment in the public realm and plan to support our vision for further enhancing the city centre with our plans for the Albion Square redevelopment – which will make a major contribution to the city's attractiveness as a retail and visitor destination."

HullBID strengthened its board during the final quarter of 2017 with the appointment of two nonexecutive directors, and the organisation has also announced new initiatives to support specific business sectors and the wider city centre business community.

The new recruits are David Donkin, Property Director of Wykeland Group, and Nigel Dibb, General Manager of the Holiday Inn Hull Marina. The new projects include The Beauty Box, a farmers' market in Whitefriargate and support for a venture to bring together young professionals and encourage them to pursue their careers in Hull. The Beauty Box will build on the success of HullBID Fashion Week which was then followed by the launch last year of the Style File. It will feature a portable mini marquee enabling fashion and beauty businesses to showcase their products and services.

The street market will be potentially developed in partnership with Hull City Council and traders at the revamped Trinity Indoor Market and will help to establish Whitefriargate as the main route into the Old Town.

Kathryn said: "These new ideas will bring direct benefits to our city centre businesses and, in particular, will intensify our support for the fashion and beauty and the food sectors. We will also continue the Yum! Festival of Food and Drink, which has enjoyed phenomenal success since moving to the Rose Bowl, and the Hull Street Food Nights, which were a big hit of 2017.

"The way in which the Street Food Nights attracted professional people into the city centre after work was particularly interesting and is one of the factors behind the idea of working closely with young professionals and encouraging them to live and work in Hull and to keep emerging talent in the local area."

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

First tenants open doors at £6 million K2 development

A new £6 million multi-functional living and workspace complex in Hull city centre has welcomed its first tenants.

Beauty and aesthetic clinic ReShapeU and beauty salon House of Lashes & Brows have moved into renovated retail units on the ground floor of K2, a development of 90,000 square feet which will officially open early in 2018.

The complex, which is located at the former Kingston House premises in Bond Street, will be home to flexible office and co-working space, 14 luxury serviced apartments, a 100-bed hotel, and retail and leisure space.

Jolita Shishmanova and business partner Olga

Konone, who own House of Lashes & Brows, are already seeing a positive impact on business.

Jolita said: "K2 is proving to be the perfect place for the salon. Not only is it close to our previous premises in Caroline Street for our existing customers, but its location has great footfall, meaning we are attracting walk-ins and increasing our client base. We're looking forward to the rest of K2 opening and to the new business opportunities it will bring for us."

Sean Scott, Managing Director of ReShapeU, added: "The move to Bond Street marked our first anniversary. We'd experienced a growth in demand in our first 12 months and we needed to expand. K2 provided everything we were looking for in terms of space and location. The surrounding area is undergoing significant regeneration, so it's an exciting time to be at the development."

Beverley-based Tradepark Ltd purchased Kingston House in August. Principal contractors



and Alex Browning of Tradepark at K2.

MLS Group began work on site in September.

Mark Butters, Director at Tradepark Ltd, said: "One of the most exciting parts of any property redevelopment is when the first tenants start moving in and trading. Since we announced K2, we've been inundated with enquiries and busy organising viewings – sometimes up to three a day. We can't wait to complete the office space and welcome tenants there."

Big kick-off for Sports Direct in huge new store

A sports and fashion superstore is reporting brisk business and heavy footfall since opening in Ferensway at the beginning of December.

At 52,000 square feet across four floors, the new Sports Direct/USC store is bigger than all of its predecessors in Hull combined. It also offers the widest product range as part of the company's strategy of mirroring the stock on the website.

Store Manager Rob Sidwell, whose history with the company dates back to the days of the Prospect Centre store, heads a team of about 90 staff selling top sports and leisure brands



with vast spaces for displays and browsing.

The company quotes figures which show that three in every four of the football boots sold in the UK are from Sports Direct, but there is much more to the new store than football. Half of the second floor is devoted to running and general fitness and there are extensive stock ranges for rugby, golf, tennis, swimming, equestrian and fishing.

Paul Dearing, Regional Manager for Sports Direct, said: "The conversion of the building was a massive job and included installing new escalators and removing the old ceiling to create an additional floor. We also transformed the exterior of the building, something which we can do because we own the freehold of this site.

"We've got all the major brands that people expect from Sports Direct including our own labels such as Karrimor, Slazenger and USA Pro, which is endorsed by Little Mix."

"We've put USC on the ground floor to give customers a stylish welcome to the building with brands including Lacoste, Pretty Green, Police, Tommy Hilfiger, Levi and Calvin Klein as well as our own brand, Firetrap, which is very successful."

Excitement builds amid countdown to major awards

The best of Hull's city centre businesses will get their chance to challenge for honours at two major awards ceremonies in the coming months.

Time is running out for businesses to enter the Remarkable East Yorkshire Tourism Awards (REYTAs), which last year saw the Remarkable Pub accolade presented to the Lion & Key in High Street.

Other categories which are likely to appeal to BID member businesses include Remarkable Hotel, Remarkable Bed & Breakfast/Boutique Guest Accommodation, Remarkable Cuppa and Remarkable Restaurant – won in recent years by 1884 Dock Street Kitchen and 1884 Wine & Tapas Bar. HullBID has also achieved REYTAs success for Hull Trinity Festival, and there have been awards for Hull Truck Theatre and acclaimed tour guide Paul Schofield.

The deadline for applications is **Friday 19 January** and the winners will be announced at a celebration night on Thursday 15 March.

Details of the HullBID Awards 2018 will be announced in the coming weeks with applications invited in a wide range of categories to showcase the best of the city centre's business community. The presentation ceremony and dinner will take place at the Double Tree by Hilton on Friday 27 April.

Winners last year included Poorboy Boutique, Gosschalks, Timpson Shoe Repairs, Dr Martens, Superbowl UK and Grosvenor Casino.

Kathryn Shillito, HullBID City Centre Manager, said: "The REYTAs present a fantastic opportunity for city centre businesses to share their success stories and to win recognition for their efforts in maximising the benefits of our City of Culture year. The BID Awards celebrate city centre businesses in all sectors, and the presentation ceremony is one of the highlights of the year."



Details of the HullBID awards will be distributed to member businesses and published in the Hull Daily Mail and on the HullBID website at www.hullbid.co.uk

For full details of the REYTAs visit www.visithullandeastyorkshire.com/reyta

News

DoubleTree is four-star first for city centre

Hull city centre's first four-star hotel promises to make a big impact with its accommodation, conference and banqueting facilities having attracted a rush of interest since its opening in December.

Helen Symonds, Director of Sales and Marketing at the Double Tree by Hilton in Ferensway, said the "soft launch" was a great success with hundreds of people enjoying Christmas parties at the hotel. Now the hotel is gearing up for a hectic 2018.

The hotel boasts 165 guest rooms from king



standard to presidential suites, a Marco Pierre White restaurant, Lexington rooftop bar and conference space for 1,000 people theatre style and 750 banqueting style.

Helen said: "Everything went fantastically well with the opening and it was a really exciting time for everybody, with a lot of energy and a real buzz about the place.'

Helen and the hotel's General Manager, Sarah

Whitfield, are from Hull and have held senior roles in the hospitality sector across the region. They have recruited a team of 100 people, including some from other Hilton hotels, with experience at the highest level.

Now they are working in partnership with Visit Hull and East Yorkshire (VHEY), the Hull and East Yorkshire Hospitality Association (HEYHA) and visitor attractions to promote the Hull and Humber area.

Helen said: "We are really excited to be opening the first four-star hotel in the city centre. We have some big and prestigious events coming up and we have received an influx of enquiries locally and nationally from potential customers.

"We want to work with VHEY, HEYHA, HullBID and others to gain recognition for the area as a destination and to welcome more people to the city."

Hostel upgrade offers Old Town budget rooms

A college lecturer with a passion for travel is aiming to offer affordable, independent accommodation in the heart of Hull's Old Town after taking over Hull Trinity Backpackers.

Glenn Gavin has travelled extensively for business and leisure and has drawn on his own experiences to adapt the previous hostel into an environment suitable for groups or individuals on a budget.

Guests so far have included a Japanese busker, an Italian actress, Spanish and Portuguese volunteers training to work in Africa, Aussies and Kiwis tracing their roots, students, and

contractors working for local companies.

With around 25 beds priced at between £20 and £30 the emphasis is on safety, cleanliness and comfort. The property has new washing and drying facilities and is equipped with Lightstream broadband throughout.

Glenn said: "We cater for varied needs. Our first floor is predominantly dormitory style beds, suitable for groups, or individuals on a budget. There's also a family or close friends room which takes four but is also en-suite. The second floor has been completely created from what was a large empty space. We have three single rooms, two of which can cater for two people, and a new kitchenette area, though more 'Ready Steady Cook' than 'Masterchef'.

"We're starting small but we hope to have the problem of needing to expand before too long. We're not standing still either - we hope to offer limited cycle hire in the near future, and a drinks licence to serve residents is just around the corner.'

"The plan is to be proudly Hull based, work with other local businesses and hopefully knit into this vibrant Old Town area. Much of the hard work setting up is done; next it's time to establish our name out there.

To find out more visit www.hulltrinitybackpackers.com



Glenn Gavin in the reception of Hull Trinity Backpackers



Chair's statement

Jim Harris, HullBID Chairman

Wow! What an amazing year it has been, with City of Culture exceeding expectations in all areas - locally and in terms of re-introducing Hull to a national audience now able to forget the negative stereotypes and see an exciting, vibrant city. Visitors and businesses take us seriously, something reflected in new companies already open and those coming to join our success story in 2018. I could not complete this message without paying tribute to the HullBID team and our many member businesses who came together so strongly to ensure the unwanted development to the north of the city will not be an issue for the foreseeable future.

Got a question?

deas emai catherine@hullbid.co.uk.

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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