

BID HOTLINE **611888**

# Newsletter

## Survey feedback will help to deliver benefits for business



Hull BID is sourcing feedback from city centre businesses as part of the most comprehensive research project undertaken by the organisation.

**T**he findings from the research, which commenced in early January, will be presented to the Hull BID Board in March. The Board and the Hull BID management team will then use the feedback to shape strategy and services for the new five-year term.

Hull BID City Centre Manager Kathryn Shillito said the survey was commissioned to ensure the organisation's agenda matches the requirements of the business community.

"Hull BID is here because businesses voted for it," said Kathryn.

"We have an excellent track record in terms of consulting with member businesses face to face and delivering value for money by ensuring their investment is spent in line with their wishes. But it is now 18 months since our last survey and this one will capture more information."

Previous research, at the commencement of Hull BID's first five-year term led to key areas of activity being identified as safety and security, cleaning and maintenance, evening economy, marketing and events and signage and access.

BID's commitment to deliver to that agenda in the future was endorsed by the majority of voters in last year's ballot, but Kathryn and the Board were eager to find out more.

"We gain feedback from many businesses in our day-to-day operations and of course there is a strong business presence on the Hull BID Board," said Kathryn.

"But we saw the fresh survey as vital in helping us to reach all the Hull BID businesses and to find out what their priorities are now."

### What's On: Jan - March 2012

**Sixty Five Miles**  
1ST - 11TH & 16TH - 22ND FEBRUARY  
Hull Truck Theatre

**Dan Antopolski (comedy)**  
10TH FEBRUARY  
Fruit Space

**Lord of the Flies**  
13TH - 15TH FEBRUARY  
Hull New Theatre

**Masters of France (music)**  
21ST FEBRUARY  
Fruit Space

**Mike Harding**  
1ST MARCH  
Hull New Theatre

**The Twang (music)**  
2ND MARCH  
Fruit Space

**Weekend Breaks**  
6TH - 17TH MARCH  
Hull Truck Theatre

**Jon Richardson**  
18TH MARCH  
Hull Truck Theatre

**Jim Mcray (music)**  
23RD MARCH  
Fruit Space

**Transmission**  
24TH MARCH  
Fruit Space

For further details of Hull city centre events please visit [www.hullbid.co.uk/events](http://www.hullbid.co.uk/events) and for information on dining and entertainment visit [www.eatdrinkenjoy.co.uk](http://www.eatdrinkenjoy.co.uk)

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#### MARKETING AND EVENTS

Hull BID events make impact increasing footfall in Old Town.

#### EVENING ECONOMY

Two new venues add diversity to city centre's dining offer.

# Traditional Christmas is a hit with shoppers

One of the newest businesses in Hull's Old Town joined forces with one of the oldest as crowds flocked to Holy Trinity Church.

**T**he Church itself at more than 700 years old provided a focal point for the festive celebrations with Christmas fairs on successive Saturdays featuring music, choirs and carollers, hot festive food, gift stalls, children's activity workshops and a life-size Nativity scene.

"We were thrilled to see so many people in the Church," said Reverend Dr Neal Barnes, Vicar of Holy Trinity.

"It was really good for us to feel part of the community and to feel that we were doing something for the community. So many people said how much they enjoyed it and some were here both weeks.

"We would love to think this is something we can build upon. It's good for Hull if we can attract people into the city centre and the Old Town. We had great support from Hull BID during 2011 and we are looking forward to working with them in 2012."

Among the businesses selling their wares in the Church was 'Pie'. Matt Cunnah only opened his shop as a takeaway food outlet in Trinity House Lane in November, selling delicious hand-made pies and other popular food items. By January he was working on the next phase – creating a seated eating area in the first floor of his building

"It was really exciting working with the Church," said Matt.

"It came about because some of the people

there come into the shop. They are really into local people and the local area."

Footfall figures for December showed an increase of eight per cent across the city centre compared with 2010, with Whitefriargate up by nearly 37 per cent, King Edward Street showing an increase of 28 per cent and Brook Street up by nearly 21 per cent.

Once again businesses and visitors in the city centre experienced a more safe and secure festive season as the result of Operation Yuletide, conducted by Humberside Police with support from Hull BID.

The project enabled the police to carry out additional patrols of the city centre area, tackling shoplifting and antisocial behaviour. They were backed up by PCSOs and by plain clothes officers on covert duties, and the operation also used the Hull City Council's Civic CCTV network to follow and track known offenders.

Statistics collated by Humberside Police showed that shop theft in the city centre was down by 15 per cent compared with December 2010 and theft from vehicles was down by 14 per cent for the same period.

Inspector Lee Edwards of the Riverside Neighbourhood Policing Team said: "Police officers were out in force during the festive period with the dual aims of clamping down on crime and all forms of antisocial behaviour and to make the Hull BID area a safe and friendly environment in which to spend time.

"The use of additional resources certainly paid dividends. Reports of shop theft and violence in the Christmas period reduced compared to previous months, despite the increase in footfall that this season brings."



CHRISTMAS AT TRINITY: Hundreds of people visited festive celebrations at Holy Trinity Church.

## BID businesses join debate on Old Town future



WHITEFRIARGATE: Old Town regeneration plans positive news.

Hull BID is working with Hull City Council and businesses to revive the fortunes of one of the city's most important shopping areas.

**H**ull City Council Leader, Councillor Steve Brady, announced the appointment in November of Mark Jones, the Council's Head of Economic Development and Regeneration, to lead a project to improve Whitefriargate and other areas of the Old Town.

Hull BID City Centre Manager Kathryn Shillito said there are already encouraging signs in this area, but work will continue in an attempt to provide direct improvements for the area.

Among the ideas on the agenda was to examine proposals to put a roof over the street. Other proposals were to improve the street's atmosphere by encouraging entertainment, and improve the look of the street by removing unnecessary signs.

But Mark said the first move after his appointment would be to consult retailers in the area, and Kathryn confirmed that process was up and running very quickly.

"We were invited to a series of monthly meetings with Mark's team and these have already started," said Kathryn.

"At the December meeting we invited some of the Old Town businesses along so Hull City Council representatives could get a clear picture of their views. The meetings will continue, and we will ensure Hull City Council is aware of the thoughts of Hull BID businesses."

Kathryn confirmed that footfall figures for Whitefriargate increased month on month since April 2011 as a result of the programme of activities organised by Hull BID, its partner organisations and businesses themselves.

The finale of the Hull BID Fashion Week took place in Holy Trinity Church in April. The focal point of the Yum! Festival of Food and Drink was in Princes Dock Street and the Christmas celebrations also made full use of Holy Trinity Church.

"A year ago the footfall figures were reinforcing what businesses were already telling us - that not enough people were visiting Whitefriargate," said Kathryn.

"Because of that we focused a lot more of our activity in that part of the city and we have definitely seen an increase in footfall as a result.

"Hull City Council's initiative is something we welcomed as soon as it was announced. We will continue to work together to improve the area and encourage new investment."

# Paragon Square development to attract new business investment

New restaurants and major retail investment are set to continue the transformation of a prime city centre site.

Owners of properties on the south side of Paragon Square have unveiled plans for a substantial redevelopment to create a restaurant with the striking feature of a first-floor orangery.

The project will be the second piece of a jigsaw that began to take shape during 2011 with the expansion of Stanley's Brasserie. It will pave the way for the construction of a third high-quality restaurant later this year.

"Paragon Square is a prime site because it is the first view many people have of Hull when they arrive in the city," said Kathryn Shillito, Hull BID City Centre Manager.

"We've worked closely with the property owners, the businesses and Hull City Council to bring about improvements to the area and we've targeted it with such work as jet-washing, weeding

and maintenance to make it a more attractive area for investors and visitors.

"Because of its history and its importance as the site of the Cenotaph, Hull Civic Society and the Royal British Legion have been consulted and have given their approval. It is wonderful to see the plans taking shape."

Artist's impressions of the south side of the square show the proposed restaurant with its orangery.

"It's very eye-catching and will really help to develop a restaurant culture," said Kathryn.

"Equally, the proximity to House of Fraser and St Stephen's makes this an ideal location for a high value retail store as it helps to create a cluster of quality retail outlets. It is hoped that Bronx, along with other recent store openings will help to revitalise Jameson Street as a retail area and attract new stores to Hull city centre."

Meanwhile Bronx Menswear in Seaton Buildings on the corner of Paragon Square and Jameson Street has expanded into the adjacent former bank premises. The owners of that property are

AL FRESCO DINING: Artist's impression of Paragon Square development.



now looking at potential uses for the former cafe bar at 95 Jameson Street.

"We understand the owners are in discussions with another operator for the site next door and the result will be three high quality restaurants, each with space for outside dining."

The work on Seaton Buildings is being managed by Ian Hodges & Co. The first phase involved combining the two former bank premises to create the large unit for the expansion of Bronx Menswear.

"A restaurant located in 95 Jameson Street would complement the proposed plans at Paragon Square and enhance the dining offer for this area of the city," said a spokesman for Ian Hodges & Co.

# Port-Side Bistro launches with nautical theme

A businessman combined his passions for food and sailing to launch a new restaurant with a nautical theme.

Mark Duckett opened Port-Side Bistro in Princes Dock Street, Hull, just a fortnight before Christmas. In doing so he hopes to have landed the short-term and long-term benefits of the festive trade.

"Rather than just getting open for Christmas the priority was getting the quality right," said Mark.

"So we didn't rush anything because we always knew it would be the New Year before the business became established. But by being open for Christmas it was a chance for us to show people what we can do.

"We had a busy festive season, better than we expected as a brand new venue, and hopefully we can build on that."

Changes are already under way with a new menu and additions to the nautical decor.

"Our aim will always be to offer something a bit different so that means changing the menu as we go," said Mark.

"The same goes for the decor. We asked people for nautical memorabilia to help us create the right atmosphere and we got some great pieces. Now we've added some maritime paintings by a local artist.

"We're at the side of Princes Dock, we're next to Trinity House and I'm a keen sailor with my own boat. It makes sense to tie in with Hull's maritime traditions."

The building has undergone a comprehensive refurbishment and the venture is ultimately expected to create four or five jobs, possibly more if Mark decides to add to the 30 covers inside the building by expanding with an outdoor eating area on the dockside.

"That's something for the future but for now we're concentrating on the bistro itself," said Mark.

AT THE HELM: Mark and Tracey Duckett celebrate the launch of their new venture. Courtesy of Hull Daily Mail.



"There is a lot of competition when it comes to restaurants in Hull and that just underlines how important it is for Port-Side Bistro to be good and different. But we're attracting a varied clientele across the different times of day and into the evening and that shows we're appealing to a lot of people."

Port-Side Bistro, Princes Dock Street, 213202.

# High-class restaurant set to wow diners with delicious dishes from theatre-style kitchen

Modern food, a lavish environment and a new concept in local cuisine are all promised by a restaurant which is planning a grand March opening at Hull Marina.

1884 Dock Street Kitchen will be the first in the area to offer theatre-style cooking, with Head Chef James Allcock taking centre stage.

The venture is the brainchild of the people behind The Wilson, the gastro bar which opened at Freedom Quay in October 2010. 1884 is housed in a former dock side warehouse that became one of Hull's most stylish cafe bars when it opened as the Baltic Wharf in the mid-1990s.

Following a substantial rebuilding programme, 1884 Dock Street Kitchen – named after the date

on the facade – is aiming to offer international quality while promoting local produce.

"This will be an upmarket establishment to rival those of London, Paris and New York with food preparation methods that combine comfort with class in true Yorkshire fashion," said James.

"First and foremost, all of our ingredients are quality driven. Secondly, we support the local economy by sourcing these ingredients as close by as possible."

"The theatre-style kitchen will reflect the distinguished restaurants of New York's meat-packing district, with highly experienced chefs preparing dishes before a captivated audience of diners.

"We want to give the public what they deserve. Buying direct where possible, the restaurant has a 'gate to plate' philosophy. It's top quality all the way and 1884 Dock Street Kitchen will deliver a

HEAD CHEF: James Allcock.



service that is quite simply second to none."

"I don't choose the dishes and then source the ingredients. My complex network of suppliers and I get together and discuss what foods are at their best and then I work from there. This is how a new dish is born, by fine-tuning and only using the best available. The product on the plate is always going to be at its peak and our customers will really benefit."

# Celebrating 30 years of I.T. gold

Thirty years of history is a milestone for any business, but in the technology industry it equates to a lifetime.

Golding Computer Services (GCS) reaches the landmark this year. Along the way the company supplied the very first computers to many businesses in Hull.

The company's sales and engineering teams have worked with such top technology manufacturers as Amstrad, Apple, IBM, Toshiba and Epson, but it is the work with Sage coupled with experience gained from working with SMEs that has provided the foundation for its success.

"We worked with Sage to put together a total package for the 21st century, providing the training and computer support all businesses need to increase their efficiency, save money and learn how to take advantage of computers in business," said Vic Golding, Managing Director of the business.

"It's that commitment to looking after our customers and to training that has helped us stick around for 30 years."

GCS moved into its premises in George Street, Hull, in 1984, meeting the computer needs of businesses across the region and becoming established as an official training provider to everyone from manufacturers to the Government.

For over 25 years, the company has contracted with Government agencies across Yorkshire including the Learning and Skills Council and Business Link.

In 2011 the company, which has four course tutors, became an accredited International Association of Book-keepers (IAB) training centre,



authorised to deliver QCF (Qualifications and Credit Framework) awards by assessment.

Di Garbera, Senior Course Tutor, said: "One of our great success stories is that of Bronwyn Wilson, who launched her Crazy Critter World business in 2009 at the age of 14 and who last November, at 16, became the youngest person in the UK to gain the Level 2 IAB/Sage Computerised Accounting for Business qualification."

The team's accreditation is a factor in its success in securing funding from the Skills Enhancement Fund to subsidise the costs to local businesses of providing distance learning qualification courses for their staff.

"We see the provision of high quality training and qualifications as an addition to the service provided by the dedicated team which has been looking after businesses across the region since 1982," said Vic.

Phil Robinson, Technical Consultant, added: "To many of our support contract customers we act as their computer manager and they rely on GCS to provide the on-line and on-site support to keep their businesses on-line with the absolute minimum of down-time."

For more information on subsidy funding please contact GCS, George Street, 328706.



## Victoria's column

### Hull already delivering on Mary's retail review

As we enter a new year the business environment could hardly be more challenging. But that background makes it all the more encouraging to read some of the stories in Hull BID's first newsletter of 2012.

Hull BID continues to work in constructive partnership with Humberside Police, as demonstrated by the success of Operation Yuletide in terms of making the city centre a safer place. BID is also working with businesses and with Hull City Council on improving Whitefriargate, an area that we targeted even before the Council set up its own initiative.

We have stories of independent businesses reaching their own milestones. Simply Running completed 10 years in business as 2011 drew to a close and Golding Computer Services celebrates 30 years this year. Both companies operate in highly competitive sectors and should be congratulated for their success.

And we have examples of new investment; evidence of a confidence that will continue the transformation of key areas within our city centre.

Paragon Square is such an important site and underwent a significant improvement during 2011 as a result of partnership approach by the property owners, business owners, Hull City Council, Hull Civic Society and the Royal British Legion, with Hull BID acting as conduit for much of the liaison. Proposals for the second phase of development are even more exciting.

Hull Marina is also attracting investment, on a modest but accumulating scale in Humber Street and soon with the opening of 1884 Dock Street Kitchen, which promises to be a spectacular dining venue. Port-Side Bistro completes the jigsaw of quality restaurants and cafe bars in Princes Dock Street.

So we await with interest the outcome of the Hull BID survey of member businesses, and we hope to find that amid the understandable economic concerns there is evidence of innovation and confidence among large and small businesses, because in Hull they have shown a real willingness to work together.

The value of that emerged in the report published in December by Mary Portas following her review of British high streets. Mary's recommendations to the Government included setting up town teams and developing Business Improvement Districts. In Hull we can rightly claim to be delivering on both those fronts.

**Victoria Jackson MBE**  
Hull BID Chairman

SIMPLY RUNNING SUCCESSFULLY: Owner Kevin Haywood offers excellent customer service.

# Independent business hopes to capitalise on sporting events

A city centre business which celebrated its 10th anniversary at the end of 2011 is looking forward to the big events which should help it make a flying start to the next decade.

The first Hull Marathon in April followed by the arrival in the city of the Olympic Torch in June and then the opening of the Games themselves in July present a golden opportunity for businesses involved in sport and fitness.

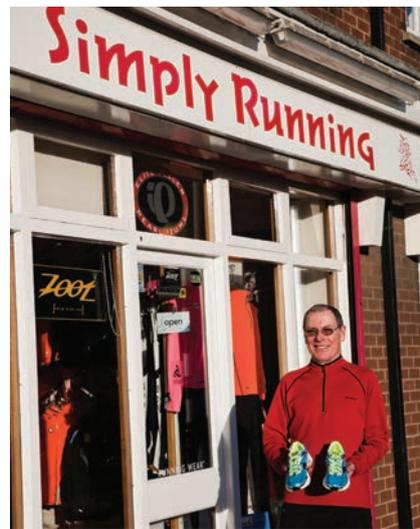
And as a business that offers expertise in addition to kit and accessories, Simply Running is at the head of the field.

"Competition is tough because there are a lot of major retailers who sell sports equipment," said Kevin Hayward, who set up Simply Running in Albion Street with his wife Melanie.

"But we're both very experienced runners, which enables us to advise and encourage runners of all levels of abilities and experience on training, nutrition, injury treatment and prevention. We are able to help them all."

Neither Kevin nor Melanie will be taking part in the Hull Marathon but they will be present in a business capacity.

"We will have a Simply Running stand somewhere near the start," said Kevin.



"It's an exciting event which is attracting huge interest and should be really good not just for the local running fraternity but for the city in general."

Kathryn Shillito, Hull BID City Centre Manager, said: "We put a lot of effort into working with Hull City Council and other partners to support big events and raise awareness to help city centre businesses benefit, get involved and be prepared. We'll continue to raise awareness by promoting opportunities arising from the Hull Marathon and it's great to see that Simply Running recognises an opportunity an event such as the Hull Marathon brings into the city centre for businesses. Kevin already has his plans in place".  
Simply Running, Albion Street, 222169.