# HuBD For a positively thriving city.

#### Q2 Apr - Jun 2019

BID HOTLINE 611888

Kathryn Shillito Executive Director 01482 611889 kathryn@hullbid.co.uk Catherine Goble Marketing & Events Coordinator 01482 611802 catherine@hullbid.co.uk

# **Q2Report**

# Record numbers set new standards at HullBID Awards



The HullBID Awards 2019 winners

### Businesses in Hull city centre celebrated another successful year at the 2019 HullBID Awards.

Nominees and sponsors illustrated the variety within the city centre business community, and the venue stood as a symbol of Hull's transformation, with the 700 year-old Hull Minster now also in demand for social and corporate functions.

Kathryn Shillito, HullBID Executive Director, said the awards have come a long way since they were launched, and she highlighted the buoyancy which inspires confidence for the future.

Kathryn gave recognition to the work of the HullBID team, promoting safety and security, taking a hands-on approach to remove graffiti and unpleasant waste, liaising with businesses to meet their specific needs and delivering events which inform, entertain and attract thousands of people into the city centre.

Kathryn said: "The aim of the HullBID team is simple - to support businesses and improve the trading environment."

She added that the achievements of city centre businesses were reflected in the "unprecedented numbers" of nominations across all 10 awards categories, with the standard higher than ever.

### HullBID Awards 2019 - The Winners

Best Business Progression Award (sponsored by Princes Quay): Stuf

Commitment to Training and

Development Award (sponsored by Kingston Recruitment): Tapasya @ Marina

**Contribution to the Community Award** (sponsored by Hull Minster): Special Stars Foundation

Customer Service Excellence Award (supported by the Hull Daily Mail): Dinsdales

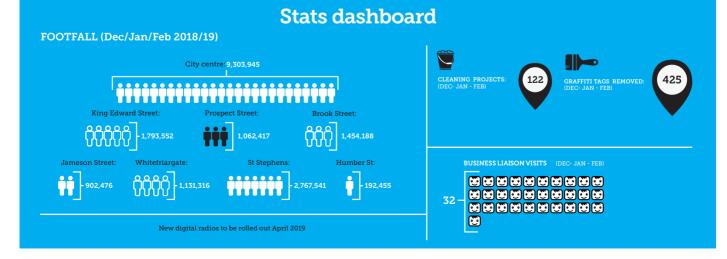
Dressed to Impress Award (sponsored by Hull College): Allenby Commercial Innovative Marketing Award (sponsored by 360 Chartered Accountants): Bonus Arena

Outstanding Contribution Award (sponsored by St Stephens): B. Cooke & Son

Outstanding Employee/s Award (sponsored by APCOA Parking): Leanne Barry, Venue Cafe

Safe City Award (sponsored by Radphone): Civic 1, Hull City Council

The Best in Food and Drink Award (sponsored by Saunts): Atom Brewing Co @ The Corn Exchange



### Finance

As we approach our third quarter in the year, we anticipate the income from the levy will be approximately £91,250 with a potential late payment reconciliation of  $\pounds10,000$ . Apart from static costs, our main investment will be  $\pounds20,000$  towards a multimedia marketing campaign with our partners Visit Hull (see news story).

Over the past few years, HullBID has seen the levy income reduced substantially; a number of factors include the conversion of unused office space into residential, the demolishing of empty buildings and the introduction of a £5k rateable value threshold before BID members pay a contribution. It is therefore more important than ever that HullBID is able to draw in additional revenue.

With our growing calendar of events, including the Hull Street Food Nights and Yum! Food Festival, we are able to take an income from stallholders which

## Featured new businesses

### Belle and Benjamin and Milk. pure hairdressing

The transformation of Paragon Arcade tempted two natives of Hull to take their first steps in business in their home city. Polly Langham worked at TONI&GUY in locations including Hull, London and Sydney before deciding to strike out on her own with Milk. pure hairdressing.

Ellen Crabtree made the move from online selling to bricks and mortar by opening Belle and Benjamin, concentrating on knitted things and jersey-based clothes including leggings, jumpers and personalised tops and tees for the baby market.

Adjacent units in Paragon Arcade, Hull, HU1 3PQ. Belle and Benjamin: email belleandbenjamin@hotmail. com website www.belleandbenjaminselz.com Facebook @belleandbenjamin. Milk. pure hairdressing. call 07415 610196 Facebook @milksalonhull

### Taphouse

Taphouse Brewpub combines a working brewery with a high-quality bar offering almost 40 draught craft beers, lagers and ciders, as well as an extensive range of bottled and canned beers, quality wines and artisan spirits.

Discerning drinkers can enjoy craft brews in a stylish space with regular entertainment including live music, comedy nights and regular tasting sessions. Also available are hearty platters and homemade bar snacks during the week while, at the weekend, street food operators will bring their own unique tastes to the venue's kitchens.

Taphouse, 70, Humber Street, Hull, HU1 1TU. Call 01482 322201, website www.taphousehull.co.uk Facebook and Twitter @TaphouseHull

### Whitehills Wellness Spa

Former Royal Navy dental therapist Amy Northen-Hills. who opened her own clinic less than three years ago, has now added a dedicated wellness spa.

Whitehills Wellness Spa sits underneath Hull City Hall with the first floor housing a state-of-the-art hair salon, the basement offering treatment rooms, a jacuzzi, changing rooms and a relaxation area and the ground floor fitted out with the reception and a lounge where guests can book in for afternoon tea with prosecco.

Whitehills Wellness Spa, 69-70 Carr Lane, Hull, HU1 3RQ. Call 01482 327088, website www.whitehillswe co.uk email info@whitehillswellnessspa.co.uk

### Brew

Three years after opening The Board Room in Newland Avenue, Tom Sowerby has unveiled Brew, selling quality tea, coffee and craft beer at the K2 complex.

Brew also sells food from Marla's in Paragon Arcade, with salads, sandwiches, sausage rolls and other savouries, as well as vegan options. Tom has introduced a Lazy Sunday acoustic session on the last Sunday of every month and is planning exhibitions by local artists. With about 60 seats across two floors, Brew can also host private functions

Brew, 76 Bond Street, Hull, HU1 3EN. Website www. brewhull.co.uk email manager@brewhull.co.uk Facebook @brewhull



Brew at the K2 in Bond Street

supplements our infrastructure costs and is most welcomed

Sponsorship for these events and others, including the HullBID Awards, also bring in funds which are directly invested into growing the events and enabling us to deliver new initiatives to boost business.

Our recent achievement to source funds to replace our ageing radio system was a huge success, but also the in-kind support we receive from many of our partner organisations and members adds value.... from the large lock-up space we are provided with for our equipment to the free parking for some of our events. We can confidently say that for every pound we receive in levy income, we generate an additional 40p and this is hopefully set to increase as the financial year progresses.

### **Three Month diary**

#### April

#### May

#### June

- : Days of Their Lives A Celebration of Queen, ardomah94





From left, Sam Coulson, Danielle

Whitehills Wellness Spa.

Cotterell and Ruby Preston outside

The Taphouse in Humber Street

### **We collaborate**

### Arena delivers big bonus for business

Household-name bands, sporting heroes and topclass entertainers are bringing benefits to businesses throughout Hull city centre by pulling big crowds to the Bonus Arena.

The state-of-the-art venue which only opened in August clocked up almost 95,000 ticket sales by the end of 2018 and is credited with attracting customers to surrounding businesses across a range of sectors.

John Magee, Centre Manager at Princes Quay, said his food and beverage tenants have seen an

increase in sales, and other aspects of the business have also benefited, including the car park.

A survey conducted by HullBID received positive feedback from bars, restaurants, hotels and even a city centre newsagents.

Of those businesses which responded, 77 per cent said that they had seen an increase in the number of visitors to the city centre from outside Hull, and 69 per cent said they now pay particular attention to events at the Bonus Arena when planning staffing and stock. The survey also found that 62 per cent of respondents think there is a direct link between events at the Bonus Arena and the number of prebooked reservations.

Kathryn Shillito, HullBID Executive Director, said: "There's no doubt the Bonus Arena has changed the dynamic of the city centre's entertainment offer with such big names as George Ezra and Boyzone and other activities including World Seniors Snooker and corporate events like the REYTAs which was hosted recently.



"It's still early days with a lot more to come but already there's plenty of evidence that businesses, particularly in the food and drink sector, are feeling the benefits of the increase in visitors to the city centre because they are planning ahead to cater for the extra demand."

### **We communicate**

### HullBID presents Inspiring Women

Three key figures from the region's business community will speak about their very different sectors and career paths when HullBID presents its Inspiring Women dinner as part of Humber Business Week.

Michelle Swithenbank, CEO of Hull College, will be joined by Katy Duke, CEO of The Deep, and Christina Colmer-McHugh, Co-Founder and Co-Director of Moodbeam, to speak at the event which will take place at the Holiday Inn Hull Marina from 6.30pm until 10pm on Wednesday 5 June.

Michelle will share her motivation for learner and staff success. Drawing on her nursing experience, she

forged a successful career in the education sector and held roles including lecturer, curriculum manager, department manager and vice-principal on her way to CEO. Testament to her success is her proven track record for delivering excellent results.

The Deep attracts wide-ranging audiences from around the region for days out, as well as formal education visits, and Katy tells a fascinating story about her strong interest in sustainability and the conservation of aquatic environments. Keen on partnership working, Katy is passionate about increasing science capital and conservation understanding.

Inspired by her seven-year-old daughter struggling to deal with a tough situation at school, Christina often wondered how she felt when Mum wasn't around. After a fruitless search, she was motivated to create something that would enable her daughter to log and capture her feelings but had no idea how to produce a techbased gadget. After speaking with Jonathan Elvidge (Red 5/The Gadget Shop) and working with partners, Moodbeam was born.



Admission to the dinner is free of charge but booking is essential and priority will be given to businesses within the HullBID area. To register your interest please contact Francesca Sharp on Francesca@hullbid.co.uk or telephone 01482 611850.

## **We promote**

# Young professionals reach milestone

A group formed to bring together young business people in the Hull area has expanded its membership to more than 200 as it approaches its first anniversary.

Harry Mills, Chair and a founder of Hull Young Professionals (HYP), said the group is going from strength to strength as a result of more established business organisations spreading the word about its activities.

Kathryn Shillito, Executive Director of HullBID, said the group can play a key part in attracting people to live and work in Hull, and in encouraging students to stay in the city after graduation.



enact Conveyancing, Harry Mills, Kathryn Shillito, Jenny Howard-Coombes of Freedom Festival Trust, Charles Weeks of Iguana Developments and Rachael Milne of BP Chemicals.

HYP and HullBID each provided speakers for a networking lunch, funded by HullBID, which attracted around 40 HYP members and 15 invited guests from Hull College and the University of Hull to the Britannia Royal Hotel.

The audience heard from fast-growing businesses including Iguana Developments and enact Conveyancing, and from Jenny Howard-Coombes, Executive Director and Joint CEO of Freedom Festival Trust.

Harry, a solicitor at the Hull firm of Andrew Jackson, said HYP was formed in April 2018 to fill a gap in the market and provide professional and social networking opportunities for young people in business.

He said: "HullBID has been very supportive, contacting member businesses to see if they had staff who would be interested in joining and also sponsoring some of our events. The response was very positive and, as a result, our group has gone from strength to strength."

Kathryn said: "Our objective is to project Hull city centre as a vibrant place to work, live and play and to keep young talent in the city. Our support for Hull Young Professionals is integral to that.

HYP can be contacted by email at hypnetwork@outlook. com and on Twitter at @hyp\_network

# **We innovate**

# Law firm appoints chef to starring role

A chef who has shone in Michelin Star restaurants around the world is spearheading a healthy eating drive by a law firm working to promote the wellbeing of its staff.

As Executive Chef at Pepperells, Amy Heward runs Thyme, the staff restaurant which has opened at the firm's offices in Hull.

Amy's background is in fine dining, with a passion for food which was ignited as an eager apprentice at

Hull College. Her journey included two years at the acclaimed Winteringham Fields in North Lincolnshire, followed by spells at Michelin Star restaurants in England and France and a series of appointments at top Australian restaurants.

Along the way Amy got to know Ben Pepperell, Chief Executive of the law firm, and he asked her to run the new venture alongside her own property investment business.

Amy said: "Ben was looking at ideas to do more for the staff and part of that was to give them a chance to eat healthy food. If they're dashing around it's easy to end up eating things they shouldn't, or eating at their desks or not having lunch at all.

"Every day we do a soup, hot sandwich, three or four salads, cold sandwiches and a main meal, maybe pasta or risotto. I find it interesting and very different – for the first time all my customers are from one industry!"

Ben said: "Our mission is 'Pepperells, your partner

for life' and it applies externally to our client base and internally as well. Employees are not just employees, they are an asset on our balance sheet not a liability. As part of our health and wellbeing programme we launched Pepperells' Perks which, amongst numerous benefits, includes Thyme, our free staff restaurant and lounge hosted by Amy."



Amy Heward, Executive Chef at Pepperell's.

College. Her journey included two years at the med Winteringham Fields in North Lincolnshire,

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# **Q2News**

# Lexington raises the bar at Hull Street Food Nights



HullBID and the sponsors for the 2019 programme of Hull Street Food Nights revealed their plans for a summer of fantastic food and entertainment as they were joined by dignitaries, street food stallholders and representatives of city centre businesses.

Kathryn Shillito, HullBID Executive Director, confirmed that the event will return to its "spiritual home" of Trinity Square with a brand-new sponsor The Lexington Rooftop Bar and Terrace at the DoubleTree by Hilton Hotel in Ferensway

Daniel Rich, General Manager of the hotel, said: "This is a great opportunity for us to promote The Lexington which is unique in Hull and will hopefully be one of the bars that people come to after Hull Street Food Nights.

"We want people to know it's not restricted to hotel residents, it's open to the public for weddings, parties or just to come in for food and drink. We've got a great programme of events including afternoon tea which you could say is the highest high tea in Hull!"

The Lexington will present a pop-up cocktail bar in Trinity Square for each of the events, with visitors

encouraged to also support the many bars, pubs and café bars in and around the historic Old Town.

More than 30 vendors will set up around Trinity Square offering authentic dishes from different countries and cuisines including options for vegetarians, vegans and coeliacs, catering for all tastes and budgets. The events will also embrace Trinity Indoor Market, and Hull Minster will be open to provide seating and shelter for visitors.

A programme of entertainment will feature live music, a DJ set from Mark Page of Humber Street Sesh and performers including fire breathers and jugglers lining some of the routes to the venue. There will also be a branded rickshaw to ferry people between the transport interchange and Trinity Square.

Kathryn said: "One of the main reasons we established this event was to support food and beverage businesses in Hull and I am delighted to see that a number of them now have permanent sites in Trinity Indoor Market and elsewhere in the city centre.

"Hull Minster will bring a new dimension to the events and the closing time of 9pm will enable bars, restaurants and café bars around the city to attract

the people in and keep the party going.

"Without the support of The Lexington, we may have struggled to host the event so naturally we are very grateful. The funds will help cover infrastructure costs and, importantly, will allow us to provide more varied entertainment."

Hull Street Food Nights will take place on Thursday 4 April, Thursday 2 May, Thursday 6 June, Thursday 4 July and Thursday 5 September. There will be a change in routine on Thursday 8 August, when Hull Street Food Night will serve as a delicious starter for the Yum! Festival, is on Friday 9 August and Saturday 10 August.

All the Hull Street Food Nights will take place from 4pm until 9pm and the Yum! Festival is from 11am until 7pm.

For the latest news on the variety of stalls and entertainment being served up throughout the summer please contact Catherine Goble on 01482 611802 or visit www.hullbid.co.uk, www.facebook. com/hullstreetfoodnights and www.yumfoodfestival. co.uk Plus, follow us on Twitter @HullBID and @YumFoodFest.

### 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

## New campaign promotes delights of the city centre

HullBID is joining forces with Visit Hull for a sustained marketing campaign which will promote the city centre to visitors and reignite the interest of local residents by highlighting events, attractions and some of the hidden gems.

Capturing the imagination with the phrase "We know a place... discover all Hull has to offer", the campaign will combine traditional and digital media, from branded buses, radio and newspaper advertising to online listings, social media and an army of bloggers.

The buses and print adverts will target communities throughout East Yorkshire and south of the Humber, and the campaign will also cover the areas closer to home including the student market and residents of Hull and the surrounding area who might overlook the appeal of the city centre.

Visit Hull is planning to publish a booklet in April to showcase some of the city centre attractions for the spring and summer and will follow up with another edition in October for autumn and winter.

Other ideas include producing a bespoke map showing a selection of Hull's quirky delights and featuring food and drink businesses along the route, complete with walking distances.

Catherine Goble, HullBID Marketing and Events Co-ordinator, said the overall message will remind people of some of the great places, events, leisure and retail businesses we have in the city centre, and is aimed at visitors within a 45-minute drive time.

Catherine said: "We will cover as much as we can to highlight the city's permanent attractions and encourage people into seeing the city centre as a great day out. We will be promoting our city's appeal to people of all ages and showing its character as a city of history and adventure which really does have something for everyone."



We Know A Place...Discover all Hull has to offer

### Hull Trains gives sneak preview of high-tech fleet

Hull Trains gave passengers a glimpse into the future of rail travel when a test version similar to trains in its new fleet visited the city.

Hundreds of people visited Paragon Station to see for themselves a version of the five futuristic trains, for the first time.

Louise Cheeseman, Managing Director of Hull Trains, said the new fleet will be among the most high-tech, fast, modern and luxurious trains in the UK and will revolutionise travel between Hull and London.

The five new trains are the result of a £60million investment by Hull Trains and will offer 30 per cent



Hull Trains Managing Director Louise Cheeseman with the test train at Paragon Station.

more seating capacity when they are introduced later this year. The company says they will be more reliable, more comfortable and more environmentally friendly. They can operate on diesel and electric traction, enabling them to travel along the East Coast Main Line's electrified track and not be disrupted when overhead lines are damaged.

Louise said: "This event was all about giving our local community a chance to see the future of Hull Trains. We've been informing passengers about them for a while now, and so far have only been able to show artists' impressions, followed by photographs of them being built in Japan. To actually be able to bring a test train to Hull to show our passengers was an opportunity not to miss.

"Now they have seen it for themselves, our passengers can really understand our excitement. We've had so much positive feedback, people have told us they love the look of the trains, the comfort and features including the extra legroom and extra storage space they have.

"These trains really will revolutionise train travel from Hull to London and the countdown is now on until they arrive."

### Bowls club issues challenge to city centre businesses

An indoor bowls centre which opened more than 30 years ago is promoting its facilities to businesses as it heads into the quieter summer months.

Hull Indoor Bowls Club, which occupies the former Ellerman Wilson Line offices in Commercial Road, reduces its opening hours from April until September as members opt to play on the outdoor greens around the city.

But Christine Mayes, manager of the club for the last 18 years, said that offers an opportunity for businesses in the city to hold events for staff and corporate clients, potentially boosting club funds and supporting the current appeal for a bowling wheelchair.

The club was formed in 1987 and now has around

450 members from Hull and the surrounding area. About two thirds are men, and ages range from a handful of teenagers to some players in their 80s and 90s.

Membership and playing costs are modest, and Christine and her assistant manager Debbie Griffin provide catering services for social bookings and the occasional business events, including a Sport Relief function organised by Arco.

Christine said: "That was a few years ago and it went very well so we'd love to have some more business events, especially during the summer months when things are a lot quieter.

"We can accommodate up to 24 people playing at any one time as well as a few spectators, and if required we bring in some of our members to provide tuition. It can be a great social event for the businesses and the money will help the club and the wheelchair appeal, which has a target of £2,500."

To find out more about the Hull Indoor Bowls Club and to arrange a visit called Christine or Debbie on 01482 585061.



Christine Mayes at the Hull Indoor Bowls Club.

# New arrivals boost iobs and sales at **Princes** Quay

Princes Quay Shopping Centre has welcomed businesses from across the UK into Hull city centre with the opening of three new ventures in recent months, and Centre Manager John Magee confirmed that more deals are in the pipeline.

Toytown, one of the largest independent toy retailers in the country was the latest new arrival on Saturday 23 March, with the company occupying 6,000 square feet of space with its Babyworld offer and a host of well-known toy brands.

John said: "Toytown are well known for their great selection of big brands at fantastic prices and we're delighted to welcome them to Hull. It's great to see more and more retailers and brands who are interested in bringing something new to the city.

Wallpaper-it opened in Princes Quay in January, and the following month BrowLine completed its move into a permanent unit having operated a temporary stall in the Centre for 12 months. Between them the businesses have created 15 jobs.

John said: "The customer reaction to Wallpaper-it has been very positive. They've introduced innovative ideas such as parking offers, and sales performance is ahead of expectations as they build up a really strong base of trade customers. The success here has encouraged them to talk to other shopping centres about expanding.

"BrowLine, who have several outlets across the north, took a five-year lease on a permanent unit and are doing very well, attracting more customers than they did to the temporary stand.

Hamleys, Next Outlet, Primark and Skechers are among the big brands which have opened in Princes

Quay following a £20million investment in 2017. The Centre is also working to add to its food and drink offer to support leisure activities which include Vue Cinema, Superbowl UK, laser tag and soft play facilities



John Magee outside Wallpaper-it in Princes Quay

### Property conversions add to appeal of city centre living

Owners and agents for residential properties throughout the region were given an insight into the ongoing efforts to improve and promote the city centre when they met HullBID Executive Director Kathryn Shillito

Danny Gough, Chair of the Humber Landlords Association (HLA), said members are fully behind HullBID in trying to attract more visitors and residents into the city centre.

He said: "It's like a breath of fresh air to meet someone who is prepared to tell you exactly where the money goes. They are all about making the city centre the best it can be. We want more people to come to Hull and we want more businesses to relocate here.



The HLA was formed in 1998 with property landlords committing to work together to ensure minimum standards and conditions in the sector,

improving properties and making them bigger and

It now has nearly 500 members who cover both banks of the Humber and own around 30,000 private rented properties worth about £2.4billion. Many of the sites have been converted to the highest standards from other use, such as the former police station at Queens Gardens, the former probation service offices at Liberty House and the K2 complex in Bond Street.

Danny said: "Other cities have massive glass high rise buildings but we're not putting up skyscrapers. The difference in Hull is that the city centre has retained its charm and we're making use of the buildings of quality and character which are already here.

"Hundreds of millions of pounds have been invested in the city centre conversions, attracting people who like the atmosphere and the convenience and who in the past would have lived in areas outside the city.



### Chair's statement Jim Harris, HullBID Chairman

better.

With Brexit dominating our national and local news it is important that we don't miss some of the really positive stories coming out of our city.

I am thinking of the amazing HullBID Awards, an exciting programme of Hull Street Food Nights for 2019 and the great new businesses arriving- Belle and Sebastian, Milk, Brew and Taphouse to name but four

I must also give a mention to the fantastic new trains that Hull Trains gave us a recent preview of at Paragon Station - such an exciting new era to come in the autumn for travel to and from the capital

### Got a question?

catherine@hullbid.co.uk. O call on 01482 611802

www.hullbid.co.uk

# The HullBID team



Executiv Director



01482 611808 kathryn @hullbid.co.uk @hullbid.co.uk



Lilla Bathurst Catherine Goble usiness Liaisor Officer (part-time)



01482 611802 catherine @hullbid.co.uk



PA/Admin Assi ant (part-time)

01482 611850 @hullbid.co.uk



enior Support Officer

@hullbid.co.uk



Raich Orr Support Officer

@hullbid.co.uk



Martin Foster Maintenance Operative

01482 611888 info @hullbid.co.uk