

Q2 Report

Food and drink brochure will promote city centre venues



Martin Foster, HullBID's Cleaning and Maintenance Operative, at work outside The Punch Hotel.

HullBID is helping the city centre's hospitality sector recover and rebuild from Covid-19 by adding to the series of support activities which have been in place throughout the lockdowns.

In the run-up to the big reopening day for food and drink businesses on Monday 12 April the HullBID team were hard at work cleaning up outdoor areas ready for the industry to welcome back diners and drinkers.

During the coming weeks, HullBID will be putting the finishing touches to a food and beverage brochure which will feature every venue in the city centre, including pubs, bars, restaurants, cafés, café bars, delis, bakeries and takeaways.

The aim is to distribute 30,000 copies of the brochure across the Hull area by the first week of June to attract more people into the city centre as the restrictions continue to be eased.

The initiative has been welcomed by restaurateurs, licensees and hoteliers who have been working on their own innovations to maximise the benefits of reopening their doors.

Chris Forrest, who reopened The Punch Hotel in Queen Victoria Square in September 2019 after taking it over

earlier that year, said regulars will struggle to recognise the place after a complete refurbishment.

He said: "The first winter was very difficult because of the weather and, when March came in 2020, we were looking forward to a good spring and summer. Instead we got the lockdown!

"But we've made good use of the time to complete our refurbishment with a big investment in new furniture and fittings. We've gone for a gin palace style and feel, with a speakeasy beer garden at the back and a big mural of the old docks which will have a prohibition theme.

"Our manager Sean Curtis has got some big plans for entertainment at weekends including live acts in the beer garden and we're aiming to get involved in all the city centre events. People are familiar with the outside area at the front of the pub but they might not be aware of the space we have at the back – we've got more than 100 seats in total."

Martin Foster, HullBID's Cleaning and Maintenance Operative, included the outdoor area at the front of The Punch in the jet washing programme which has smartened up sites around the city centre.

But his services weren't required at the Hop & Vine, the basement bar in Albion Street which has just two seats outside.

Licensee Tony Garrett said: "We're planning to open properly inside the building on Monday 17 May unless there are changes to the road map but we do have the two seats outside which are available, but strictly by appointment only.

"I can make myself available to serve if people book in advance. It's a very nice spot, sheltered from the wind and a lovely sun trap at times!"

Kathryn Shillito, HullBID Executive Director, said: "We're expecting a phased reopening because some places want to take a bit of time to get their premises and their staff ready and some can't open yet because they don't have an outside area, but we're really excited about seeing the food and beverage venues back in business.

"We'll be doing all we can to help them, starting with Martin's cleaning work and then continuing with the new brochure which will showcase the quality and variety of our eating and drinking scene to encourage more people into the city centre."

HullBID Introducing

Meat feast and more at rodizio restaurant

A new restaurant is bringing the rodizio dining experience of Sao Paolo and Rio de Janeiro to Hull city centre.

The Brazilian Churrascaria & Bar is due to open on Tuesday 18 May, with table reservations available now via the online booking system at www.thebrazilian.co.uk

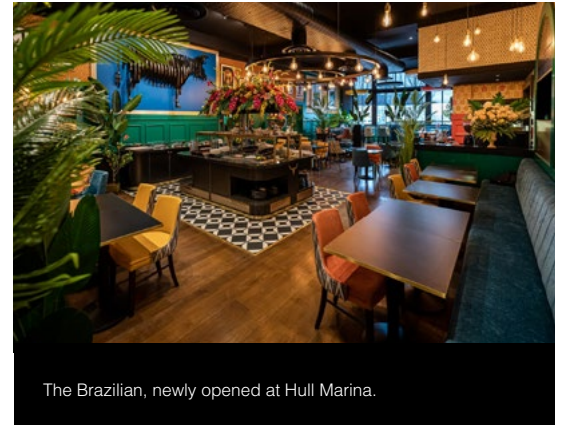
The restaurant aims to showcase why Brazil is famous for its steakhouses but it also promises a wide variety of other meats including chicken, pork

and lamb as well as seafood and vegetarian and vegan delights with a 'Mesa do Mercado' of fresh seasonal vegetables, salads, fruits and sauces.

Drinks include cocktails created by award-winning mixologist Steve Crozier, a selection of wines from around the world, and beers including Brahma from Brazil.

Lunch is served from midday with last orders at 3.30pm at a fixed price of £16.95 on weekdays and £19.95 on weekends and Bank Holidays. Dinner is from 4pm with meat and fish priced at £29.95 and vegetarian and vegan at £24.95. Prices are reduced for children.

To find out more visit www.thebrazilian.co.uk



The Brazilian, newly opened at Hull Marina.

Cycle hub puts sustainability first

The first cycle hub to open in the Old Town area will hold storage for up to 40 cycles and offer a repair service to commuters, shoppers and visitors.

Local charity R-evolution has been appointed to operate the cycling hub from Trinity Market, helping support the city's ambition to become a cycling city.

The team already provides training and employability to help people into work whilst delivering a range of cycle projects in the community, recycling 1,500 bikes a year and encouraging more people to take up cycling.

John Marshall MBE, chief executive of R-evolution, said: "We are delighted to enter this exciting partnership with Hull City Council and help make cycling more accessible for all users of the city centre. This new service will encourage more

people to turn to pedal power and also help our ambition to train local people and provide routes to work."

The team will provide a facility to recycle and refurbish old bicycles and offer affordable bike sales. They will also deliver a range of workshops to demonstrate basic cycling maintenance techniques and safe cycling.

Future plans also include a cycle hire facility with electric bikes and scooters, and guided cycle tours.

Councillor Daren Hale, portfolio holder for regeneration and economic investment, said: "The opening of the cycle hub in Trinity Market is a vital component in our ambitious journey to make Hull a cycling city.

"We are delighted that the cycle hub is opening and I hope it will encourage even more people to start using a more sustainable form of transport, and will complement the new cycling facility which reopened in Paragon Interchange in September.

"Cycling not only benefits the local economy, it also feeds into our ambition to encourage more people to use an active form of travel."



Pictured at the new cycle hub are (from left) John Marshall, Councillor Daren Hale and Councillor Stephen Brady.

Convenience store opens in Old Town

Residents, workers and visitors are keeping the staff busy at a new convenience store and takeaway which has opened in Silver Street.

One Stop is the latest addition to the nationwide network of more than 900 company and franchise neighbourhood stores operated by the business, which is a subsidiary of Tesco and sells many of the major retailer's own-brand products.

The new site also includes a branch of Stacked, which sells sandwiches, subs, wraps and salads as well as a range of breakfast specials and a pizza menu.

Hull-based businessman Raganathan Selvachandran has brought the franchise to the

Old Town with the help of the Humber High Street Challenge Fund.

He told the City Council: "Without the council's support and guidance I would not have been able to deliver this project, which I'm sure will greatly benefit the city centre, especially the increasing amount of residents that are making this stunning part of the city their home."

Matt Elliott, Franchise Operations Controller for One Stop, said: "We're delighted to have supported Nathan in transforming his new store.

"According to research, people believe the most positive impact in an area is the addition of a convenience store so we're looking forward to seeing the effect a brand new One Stop store, offering a whole host of products and services, will have on the ongoing regeneration of the area."



The team outside One Stop in Silver Street.

HullBID Introducing

Variety on the menu at new restaurant

A city centre restaurant which was one of the area's most popular Italian eateries for 28 years has reopened under a new operator who promises to put his mark on the business with his own exciting menus.

Jason loakeim has launched Bond Street Restaurant & Bar in the former Operetta, with a commitment to buying local produce and supporting city centre businesses.

Jason has lived in Hull since 2005 and has worked for a variety of highly-respected restaurants in and around the city, becoming a sous chef and then head chef and guiding restaurateurs on improving their standards and menus and remaining cost-effective.

He said: "We will have a brunch service from around midday until 2pm or 3pm and a dinner service in the evening, with set menus available when the New Theatre reopens.

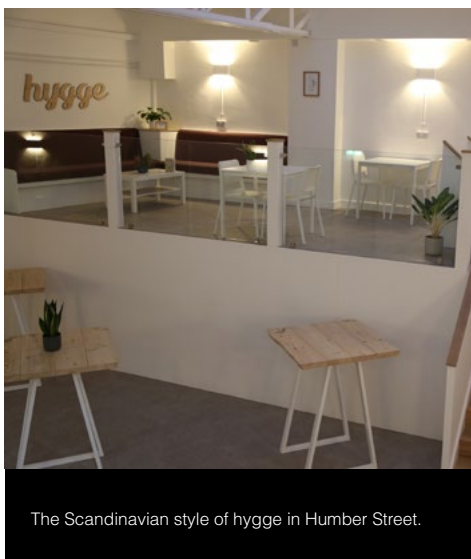
"We will focus on British food, which is so multicultural that there will be a lot of other influences – for every meat option on the menu we will aim to offer a plant-based option. We see the health aspect as very important because people have been a lot less active and I am aware of the growing interest in plant-based food.

"With social distancing we have room for about 60 people and another 20 or more when restrictions permit. We also have a lot of space outside and we hope to make use of that.

"This is a great location with plenty of car parking nearby which is free after 6pm. It's also well-known because Operetta was so successful for so long."



Jason loakeim outside Bond Street Restaurant & Bar.



The Scandinavian style of hygge in Humber Street.

Cosy contentment in Humber Street

The Fruit Market community has welcomed hygge, which has brought a new social experience to Humber Street inspired by the Danish and Norwegian word for cosiness and contentment.

Initially opening as a bar, hygge - pronounced 'hue-gah' - will offer a selection of environmentally-friendly beers, bespoke cocktails, spirits and wines, and will add a range of healthy food to the menu later in the year.

Owners and friends Tommy Ralph and Matty Dorley, both from Hull, have experience of working in the hospitality industry in Europe and North America, and said they want to combine

their ideas and knowledge to create an exciting new offering in the city.

Tommy said: "We came up with the idea during the first lockdown. We liked the idea of a 'date night' type of vibe with a shift in the atmosphere to 'night on the town' later on.

"The lockdown has brought fresh challenges but we took the opportunity to design and create a fantastic venue which we know people will love.

"For now, we're concentrating on the bar but we're working towards offering a range of healthy menu choices towards the end of the year.

"Humber Street is the perfect place for our new venture and we can't wait for people to be able to come and enjoy the great vibes and unparalleled atmosphere of hygge!"

Follow @hyggehull on Facebook and Instagram.

Artisan bakehouse is family favourite

The co-owner of a bar in Newland Avenue has drawn on the culinary skills of her family through the generations to open a new bakery on High Street in the heart of the Old Town

Ana-Maria Dumitru has opened Hang Out Artisan Bakehouse selling a wide variety of bread, cookies, brownies, sandwiches and more, with drinks including River City Coffee.

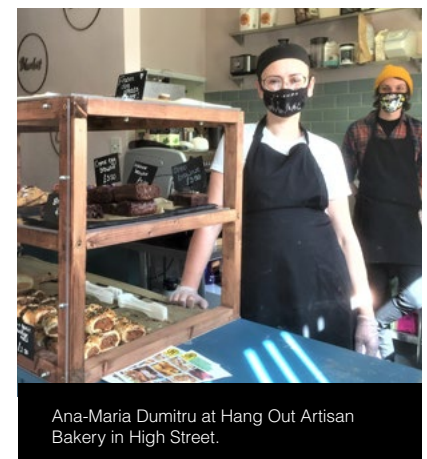
Ana, who has been cooking since she was just eight and was inspired by her mother, grandmother and great-grandmother, launched Hang Out Artisan

Bakehouse in a former café at the beginning of this year, operating as a takeaway before opening her outdoor seating as restrictions eased.

The next step will be to welcome people inside the bakehouse where customers will be able to admire a unique wall display of books and cabinets full of freshly-baked delights. They will also see Ana behind the counter and hard at work at her baking bench.

Ana has also launched a series of charity bake sales, with guest bakers invited to create a selection of treats and all proceeds from the sale going to charity.

To find out more about opening times, daily specials and future charity bake sales visit Hang Out Artisan Bakery on Facebook.



Ana-Maria Dumitru at Hang Out Artisan Bakery in High Street.

Q2 News

Businesses urged to vote for successful partnership in new ballot



Kathryn Shillito, Executive Director of HullBID.

HullBID is asking city centre businesses to join forces once again and vote to continue the programme of improvements and events when the next renewal ballot takes place in July.

Many businesses have already indicated that they see the role of HullBID as essential in promoting safety and security, helping to keep the streets clean and organising a vibrant programme of events to attract shoppers, visitors and residents, with more than 3,000 people now living in the city centre.

Business owners also place a high value on HullBID's role as a conduit, giving members in all sectors a voice in the big conversations about the future of the city centre and helping them reach the decision-makers who can solve their problems.

Kathryn Shillito, HullBID Executive Director, said the need to provide comprehensive support to businesses has never been greater.

She said: "When HullBID was launched as the result of a successful ballot in 2006 it was the first in Yorkshire. Now there are more than a dozen. The growth of BIDs in Yorkshire tells us that cities including Leeds, Sheffield, York, Bradford and Wakefield have watched the success

of Hull and set out to emulate that. As have the spa towns of Harrogate and Ilkley. If we lose our BID we risk falling away from being pace setters to stragglers."

HullBID is one of the largest BID areas with more than 780 member businesses who are served by one of the smallest teams, with only five staff working under Kathryn.

During the last year, HullBID continued to provide key support helping businesses survive and recover from the impact of the pandemic. Kathryn has kept in close contact with Hull City Council and Humber LEP to ensure city centre businesses received the latest news about availability of grants and how to get them, and about how to reopen safely and within official guidelines when restrictions have been eased.

Throughout, HullBID has continued to explore ideas to build on the phenomenal success in recent years of Trinity Festival and Hull Street Food Nights, introducing Dine Wednesdays and Monster Trail initiatives in 2020 which provided safety-first fun in between lockdowns.

Kathryn said: "We've worked hard to encourage a thriving sector for independent local businesses with Hephworth Arcade, Paragon Arcade and Humber Street all becoming shopping and leisure destinations in their own right along with the transformed Trinity Market.

"Now the city centre is about to welcome significant investment – and hundreds of jobs – from the relocation of Arco and Rix as well as Tokyo Industries, whose ambitious plans as the new owners of Princes Quay come with a promise to support local businesses.

"These things benefit businesses in all sectors – hospitality, retail, professional – but they don't just happen. They are the result of people working together and building a city centre where people want to live and work, creating the environment to bolster businesses and attract new investment.

"HullBID has been at the heart of that, providing one-stop support for business old and new so they can concentrate on what they do best – running their businesses.

"The cost of HullBID's services through the levy represents great value for what is delivered, and we know from the proportion of businesses which have paid promptly that there is a lot of support for our work.

"But we're not going to take that for granted. We'll be releasing details in the coming weeks about how the ballot will work and we welcome the chance to speak with any business on a one to one basis. If you would like to set up a meeting please send an email to Kathryn@hullbid.co.uk

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 07739 759783. www.hullbid.co.uk

Tokyo Industries set to transform shopping centre

Shopping centre transformations in such distant locations as Los Angeles will provide the inspiration for the future of Princes Quay following the acquisition of the site by Tokyo Industries.

Aaron Mellor, Managing Director and CEO of the company, told HullBID his vision for the site includes a new style of retail, a wide variety of food options, office space and even apartments on top of the car park.

He said: "We want to do a lot more local, a lot more unique and curious and experiential things in there. There will be more food and beverage, some brands that we are bringing in ourselves as well as some other operators, and creative thinkers like us. The cinema

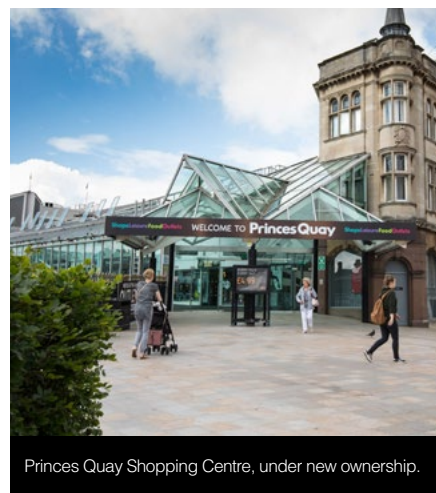
and the bowling centre give us an experiential starting point."

Tokyo Industries operates more than 30 bars, clubs and venues nationwide including The Welly and The Tower in Hull. Princes Quay is the company's first shopping centre, but Aaron made clear that it hasn't been bought as a retail centre.

He said: "We will try to consolidate the retail all on one level and introduce creative arts on the upper deck and working spaces for smaller businesses and creative individuals who will want food at lunchtime and shopping after work, with parking right next door and public transport links in the middle of the city.

"We see this in places like LA where malls that have car parks and shopping are falling over and being replaced by space for working, regenerating footfall.

"There's potential for residential on top of that with the most amazing views across the marina and the estuary. The masterplan is there but we need some help and we want the people and the council and the traders of Hull to support us."



Princes Quay Shopping Centre, under new ownership.

Car park latest piece of jigsaw at Fruit Market

The Fruit Market's new multi-storey car park is now open to motorists, marking the latest milestone in the development of Hull's urban village.

With 350 spaces, the car park will support businesses in the Fruit Market and the wider city centre and encourage even more people to visit.

The building is part of the largest development of its kind in Hull for more than half a century, with construction continuing on the same site on a showpiece new head office for Arco, the UK's leading safety business.

Once the Arco building is open, the multi-storey car park will have 200 spaces reserved for use by the company's employees from Monday to Friday, with the



From left, Adam Thompson of PDR Construction, Cllr Daren Hale, Richard Beal of Beal Homes and Dominic Gibbons of Wykeland Group in front of the new car park.

remaining available to visitors. All 350 spaces are open to the public at weekends.

The car park is open 24 hours a day, seven days a week, with weekday parking from just £2 for up to three hours and weekend parking at just £2.50 per day for unlimited stays.

Features include extra wide parking spaces, eight electric vehicle charging points and paperless payment methods, supported by automatic number plate recognition.

The car park is part of the regeneration being driven by the Wykeland Beal joint venture of commercial developer Wykeland Group and housebuilder Beal Homes, working in partnership with Hull City Council in the Fruit Market LLP.

Wykeland Managing Director Dominic Gibbons said: "The new multi-storey car park makes it easier and more convenient to visit the Fruit Market and is a major asset for the wider city centre. It offers a modern, safe and well-lit environment for use by workers, shoppers and visitors to the area."

New bridge wins award within weeks of opening

The opening of Hull's spectacular new footbridge over the A63 has cleared the way for the next phase of the major road upgrade in the city.

Murdoch's Connection came into use at the beginning of March, providing an accessible route across Castle Street and is another addition to Hull's array of iconic buildings which are pulling in the sightseers – and the awards.

Within weeks of opening, Murdoch's Connection won the Centenary Award in the Institution of Civil Engineers Yorkshire and Humber Civil Engineering Awards 2021.

As the focus now switches to making improvements to the road itself, Yorkshire Water has begun work

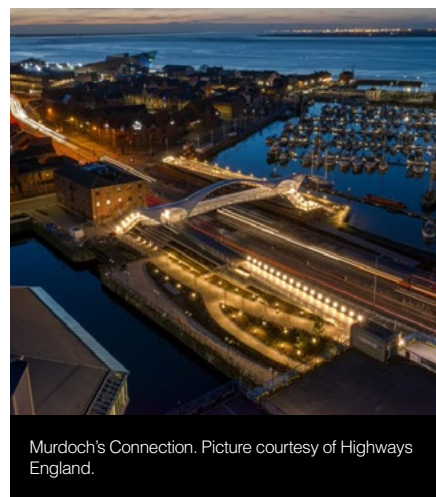
on removing a large sewer pipe at the Mytongate junction. For motorists, the Mytongate roundabout is now left turn only and the traffic exit from Castle Street to Myton Street is closed, with alternative access from Ferensway, Osborne Street and Waterhouse Lane.

Pedestrians can no longer cross the A63 at the previous controlled crossing at William Booth House and the Whittington and Cat pub. Instead, pedestrian routes are in place with crossing points at Porter Street in addition to the new bridge.

Highways England project manager Bernice Beckley said: "We are now entering a significant new phase of the scheme. I appreciate everyone's patience while we make these changes to the road layout, and we will endeavour to minimise disruption.

"I appreciate road users will need to adjust to the new set-up, however the alterations will help us to progress the project, which has huge long-term benefits and will transform the way people travel around the city."

For up-to-date information email A63CastleStreet.Hull@highwaysengland.co.uk.



Murdoch's Connection. Picture courtesy of Highways England.

Hideout Hotel in starring role to win TV challenge

Management of the Hideout Hotel flew the flag for Hull's independents after emerging as the surprise package to win a TV hospitality challenge.

The Hideout Hotel overcame tough competition from tourism heavyweights across the UK to win the award for best bed and breakfast in Channel 4's 'Four in a Bed' show.

Jodie Richardson and Enya Donohoe, who manage the Hideout Hotel, said they entered because they wanted to show the charm of Hull and its independent businesses to a nationwide TV audience.

Two businesses which featured in the coverage – Hotham's Gin School and Thieving Harry's café and restaurant – said it highlighted the level of collaboration which has become second nature among Hull's independent businesses.

'Four in a Bed' showed representatives of other

destinations visiting their rivals for an overnight stay between lockdowns during 2020, running the rule over the facilities and sampling activities in the local area.

Guests gave feedback on each location and the Hideout Hotel was announced as the winner after visitors revealed how much money they thought each experience was worth.

Emma Kinton of Hotham's Gin School said: "It made us realise that you can come here for a short break and have a great time purely by enjoying the independent businesses run by people who are passionate about what they do."

Jodie said the appearances prompted glowing feedback from the other participants, from friends and business contacts and from prospective guests.

She said: "We were thrilled to win but the whole point of entering was to show off Hull and the other independent businesses, because we have both worked in so many of them and the city is so unique."

Enya said: "We took the guests to some of our favourite places and nobody expected the experience they got. If you do not like Hull you are not doing it right. People who hate Hull have either never been here or have never left."



Enya Donohoe (left) and Jodie Richardson at the Hideout Hotel with their winner's plaque from the Channel 4 show Four in a Bed.

Businesses urged to play their part in Creative Hull

City centre businesses are being offered the chance to take centre stage in a new initiative by Absolutely Cultured designed to capture the creativity of Hull's people across a variety of sectors.

Creative Hull will take place across the city over the weekend of 16 July and will aim to bring together some of the city's greatest creative talent to deliver performances, exhibitions, installations and shows, and to commission new work.

Absolutely Cultured said the festival will bring the city centre to life by looking at how the role of the high



A choir making use of city centre spaces by bringing the PRS New Music Biennial to Paragon Interchange in 2019. Picture by Thomas Arran.

street is changing, and will transform unused shop units into creative spaces where artists and performers will be based.

The festival is expected to encourage people back into the city centre, and will provide plenty of opportunities for businesses to get involved and get the most out of the event.

Organisers are encouraging businesses to consider how they could participate, from delivering masterclasses in specialist skills and techniques such as baking and making, decorating shop windows and other features of business premises, or giving a behind the scenes tour.

Activities of all sizes are welcome and can be promoted as part of the festival programme, with Absolutely Cultured also able to offer support for larger projects or activities which can be integrated into the wider festival programme.

To find out more send the details of your plans including ticketing information and pricing where relevant to creativehull@absolutelycultured.co.uk



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

As I write this article I am filled with a real positivity for our city centre and with the equally real feeling that we can put the troubles of the pandemic behind us. But, for us to achieve the commercial success we are all looking for in 2021 we will need to rekindle the strength of partnership across the city which has made us so successful in the past. HullBID has been the catalyst and constant presence for much of that success for the last 15 years. With your support in the upcoming ballot we can continue to help the city centre thrive into the future.

Got a question?

For more information about how to share your news or ideas, email catherine@hullbid.co.uk or call on 07739 759783.

www.hullbid.co.uk

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