

Q4News

Counting down to the Christmas season and return of HullBID Awards



Winners at the HullBID Awards 2023.

City centre businesses can look forward to Christmas and the return of the HullBID Awards with confidence buoyed by their own feedback from the year so far.

Surveys of business owners reported big boosts in trade from the series of summer events which pulled crowds into the city centre, and there will be more to come as we head into the festive season.

It was also clear that the businesses themselves made a huge effort to maximise the potential of the Superhero Day, Dino Day and Hull Street Food Nights along with the usual programme of festivals and events. They will get the chance to celebrate their efforts and achievements at the big awards night.

The Christmas Lights will be switched on by the Lord Mayor of Kingston upon Hull, Councillor Calvin Neal, on Thursday 16 November. The host for the evening will be Darren Lethem, and Hull City Council is working in partnership with State Of The Arts Academy to provide entertainment on the City Hall balcony from 5.30pm. The lights will be switched on at 6.45pm and will be followed by a short firework display.

Princes Quay will begin its Christmas build-up that weekend, with its Santa Arrival Parade setting off from Hull New Theatre at 11am on Saturday 19 November, and late night shopping will run every Thursday from 19 November until 21 December. Viking FM will run its Mission Christmas event at the Centre from early November until Christmas Eve.

A highlight of the festive season will be the Victorian Christmas event which will take place from 11am until 4pm on Saturday 25 and Sunday 26 November. Attractions will include a range of local art, craft and Christmas gift stalls in Trinity Square and inside Hull Minster. There will be choirs and traditional entertainment plus horse carriage rides, and the Lord Mayor will be carried by horse and carriage down Whitefriargate to open the event.

Traders will be dressing up in Victorian costume, and festive food and drink will be available from the stalls in Trinity Indoor Market.

On Saturdays 2, 9 and 16 December, the Old Town will come alive with entertainment, mixing festive stiltwalkers and costumed characters walking through the streets, plus further entertainment and activities in Trinity Market.

The HullBID events survey conducted at the end of the summer underlined the value to businesses of presenting free, family attractions.

Around 90 per cent of visitors to Hull Street Food Nights, Superhero Day and Dino Day said they had come into the city centre purely to attend the events. More than 70 per cent of Superhero Day visitors said they visited shops and food and beverage venues in the city centre.

Kathryn Shillito, HullBID Executive Director, said: "The feedback demonstrated that our events really are delivering what the public wants – and how that translates into increased trade for businesses.

"For the build-up to Christmas our focus will be on investing in the events which are already planned, seek out others and offer our support and to help raise awareness and build the crowds. It's an exciting and varied programme and we hope city centre businesses will really get into the spirit, join in the fun and create their own events as well."

Details of the HullBID Awards will be announced in the coming weeks with confirmation of the categories, the straightforward entry process and the deadline for entries early in January. The big awards celebration night will take place at the DoubleTree by Hilton Hotel on Friday 23 February, with four free tickets for shortlisted businesses and others available to BID members at a discount.

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HullBID Introducing

Live music boost for evening economy

Hull city centre rocked to the sounds of a free live music programme geared to attract more people into the pubs and café bars – and there's more to come.

HullBID presented Trinity Festival Rebooted with a line-up of 80 free gigs in ten venues over two days at the end of September.

The event will return over the weekends of 25 and 26 November, 27 and 28 January and 30 and 31 March. It is being programmed by Mark Page and Daniel Mawer organisers of the weekly Sesh night, Trinity Live and Humber Street Sesh.

Trinity Rebooted Festival has its roots in the HullBID Trinity Festival, which gave local bands the chance to play support slots to big-name headliners in a series of free outdoor gigs.

The new version takes the live performances into the bars across the city centre from 2pm until 5.30pm on



Edge of 13 performing in The Dram Shop as part of Trinity Festival Rebooted.

Saturdays and Sundays, with eight performances a day in each venue.

Participating pubs in the New Town were Hull Cheese and The Dram Shop. The six Old Town venues which took part were O'Leary's, Telstar 2, Nanouk, Calla,

Scale & Feather and Crown & Cushion. Venues in the Fruit Market were the Humber Dock Bar & Grill and Taphouse.

The initiative is jointly funded by HullBID, UK Shared Prosperity Funding and the venues themselves, with HullBID co-ordinating the event management for booking acts and engineers, and also providing marketing literature detailing the venues and performers and social media coverage.

The initiative was hailed as a game-changer by Richard Clark, Area Sales, Marketing & Events Manager at Advocate Group, which operates The Dram Shop, Hull Cheese and Humber Dock.

He said: "The music will bring more people into the city centre and maybe entice them into places they haven't tried before. It's up to the pubs to show them a great time and encourage them to come back for the other Trinity Festival Rebooted events and the weekends in between!"



Esther (left) and Judith Meza at Everything Toastie.

Family firm serving up toastie treats

A family business is turning up the heat in the food and beverage sector with a new toastie restaurant and take-away which promises to take your tastebuds on a world tour.

Judith and Esther Meza came up with the idea of a toastie food offer while visiting the Netherlands over three years ago. After Judith lost her job as a result of the pandemic they decided to go for it, and they recently opened Everything Toastie in Carr Lane.

Esther works full-time as a mental health worker but helps her sister when she can, and their other siblings also join in, bringing all sorts of new ideas to the menu.

Judith said: "We are from the Congo and we tend to use a lot of seasoning and spices, for example taking standard baked beans and adding garlic, chilli and

onions. Through our friends we are also influenced by West African food and especially by a sauce that we discovered and we served with the toasties.

"We came to Hull in 2006 and right through school and college we loved eating toasties. We haven't met anybody who doesn't like them but we have other ideas which we can introduce as we get established, such as jacket potatoes and salads. There are different foods that we have in our culture and we will introduce some of them here.

"It's been a three-year journey but it took us time to find the right premises. My background is in business and I know that location is very important. This place is perfect!"

Everything Toastie sells food to eat in or takeaway and can also cater for events. The business opens from 10am until 4pm from Wednesday to Sunday with plans to expand to seven-day opening.

To find out more visit @everythingtoastie on Instagram.

Snow Silver unveils the style of Turkey

A new store in Whitefriargate is giving customers the chance to rekindle Mediterranean holiday memories by offering the finest Turkish handmade jewellery.

Soner Aksoy and his wife Kubra opened Snow Silver in September and are targeting what they see as the growing market among people who have visited their homeland.

Soner said: "People are familiar with the style and quality of Turkish jewellery and they are now discovering that they can buy it here in Hull."

The couple launched the business in London and operated for about four years before deciding to relocate to be closer to family members in Hull.

Initially they set up a stall in Trinity Indoor Market last Christmas and the success of that prompted the move to Whitefriargate.

Soner said: "We visited Hull and decided to look for suitable premises to open our store. We found this unit and we love it here. The people are very friendly.

"We offer a curated selection of silver jewellery from intricate necklaces and bracelets to elegant rings and earrings and every piece is a testament to craftsmanship and artistry.

"We have something to suit every taste and we are always introducing new products, with some special gift ideas coming as we approach Christmas."

Snow Silver is open seven days a week and customers can also buy online. To find out more, visit <https://snowsilver.co.uk/> where you can also link to the Facebook page.



Kubra and Soner Aksoy at Snow Silver.

HullBID Introducing

Staff and customers having fun at YMCA

A charity which is one of the biggest supporters of young people worldwide has opened a new store in King Edward Street.

The YMCA has appointed experienced retail manager Donna Fordham to lead the team which has turned the new shop into a magnet for customers seeking bargains and quality.

Backed by two assistant managers and a growing band of volunteers, Donna is helping the charity generate funds to provide services including family and youth work, health and wellbeing, and training and education, as well as housing.

The racks, rails and shelves are packed with a wide range of items including women's clothing, shoes, jewellery and bags and a variety of children's clothes and toys.

Donna said: "The men's section here does very well and we also do pots and pans, ornaments, bric-a-brac and more. There are electrical goods and CDs and vinyl and we're in the process of adding furniture.

"Retail is retail and it's just whether you can adapt to the different aspects of it. We are a bit cheaper than most and people love it but we also look closely at the quality. We make sure the items are good and we consider whether they are of the quality we would buy.

"We are new and it takes time to get the word out there, but we work hard to make the store look inviting and we are getting good feedback."

Donna added that the store has a rear gate accessible via West Street, making it easy for people to drop off donations by car.

The store is open seven days a week. To keep up to date with the latest stock and offers visit <https://www.facebook.com/YMCAHullCharityShop>



Pictured from left are Megan Rhodes, Alex Paul, Donna Fordham and Katrina Young at the new YMCA store in King Edward Street.



Ebony Alexander (third from left) with her team at Sacred Moon.

Superstar stuns new tattoo team

An international stunt culture superstar stunned staff at a new tattoo parlour in Hull when he called in ahead of a show at the City Hall and left with one of his tighs decorated with an image of... Monster Munch!

Steve-O, who is famous for his antics in the Jackass films and TV shows, spotted the Sacred Moon parlour in Paragon Street when he was out for a stroll a few hours before his Bucket List Tour show at the City Hall in July.

The parlour was technically closed because staff were doing some work on the interior, but they gave their special guest a warm welcome, and owner Ebony Alexander set to work with a colleague to attend to his unusual request.

Ebony, who began in the industry as an apprentice around 16 years ago, opened the parlour in June and started on her own. She quickly brought in two more tattoo artists and has now built a team of six who have worked at various salons around Hull over the last 10 years.

In the main, the demand is for black and grey floral work and full colour realism, but Ebony says her team can cater for any style requirements. They also offer plenty of new ideas from partnerships throughout the industry – Sacred Moon brings in guest artists and its own professionals work in parlours across the country and at tattoo conventions.

Sacred Moon is open from 10am until 5pm from Tuesday to Saturday. To find out more visit <https://www.facebook.com/ebonytattooer/>

Sebu offers rooftop dining to remember

The team at a new city centre restaurant are hitting the heights in terms of quality and service – not to mention the spectacular views.

Daniel Spencer and his family have launched Sebu on the top floor of the tower at the K2 building in Bond Street.

Daniel's son Mac, who had managed the restaurant for previous owners, is now the head chef and siblings Joshua, Dylan and even eight-year-old Sebastian all play a part, along with mum Marissa.

Daniel, the director of Sebu, said: "Marissa is the manager and even Sebastian gets stuck in, going around and asking diners if everything is ok for them!"

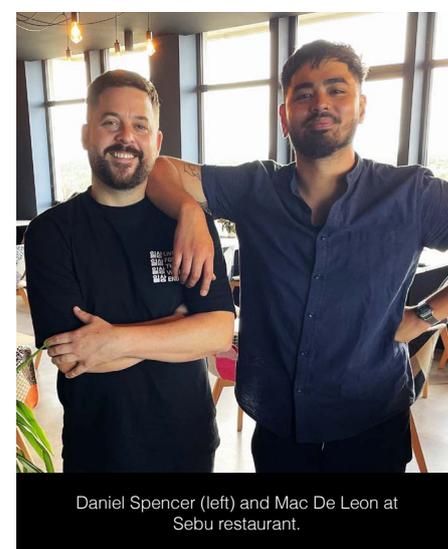
The menu combines Hispanic and Filipino cuisine and

the team are very cost conscious, offering discounts for people working in local businesses and for ticket holders for shows at Hull New Theatre, Hull Truck Theatre, Hull City Hall and Connexin Live.

Daniel said: "When the previous place closed we couldn't understand why, so we decided to go for it. There is quite a big Filipino community in Hull but our menu has much wider appeal and the USP is the view across the city and beyond. A lot of people will come here just for that and, if you add good food, drinks and service, it's a winner. We opened early August and the feedback has been tremendous."

Sebu is open every day except Monday, from midday until about 3.30pm and then from 5pm until 9.30pm. The restaurant and its rooftop garden with panoramic views across the region are also available for private hire.

To find out more visit <https://www.seburestaurant.co.uk/>



Daniel Spencer (left) and Mac De Leon at Sebu restaurant.

Q4 Report

Businesses are a key player in the fight against city centre crime



Chief Superintendent Matt Peach with Mark Andrews (left) and Raich Orr of HullBID.

A partnership approach is paying dividends in making the city centre streets a safer place – and businesses are at the heart of it.

HullBID is working closely with Humberside Police, Hull City Council and other organisations on a two-pronged approach which aims to stop the problems and find appropriate support for the offenders.

But Chief Superintendent Matt Peach, Divisional Commander for Hull and the East Riding, said he will accept no excuses.

He said: "I have lived in the Hull area all my life and I really am committed to making sure the city centre is somewhere anyone can use with their family without any concerns.

"The neighbourhood team based in the city centre are out every day, listening and checking how the businesses are doing, and I know that businesses and the public want to see the police dealing with people who cause issues.

"Some of the people responsible for anti-social behaviour are really complex and we need to make sure they have the right support with our partners, but that doesn't mean they can commit blatant criminal acts.

"There are societal issues which mean we have to work with other agencies. It illustrates the problems which some people face but I won't make excuses for them. It doesn't give them the right to cause problems for others and they will be dealt with robustly."

Chf Supt Peach joined HullBID's Support Officers and other city centre partners on a walkabout which took in a number of city centre businesses.

He said: "They want to see the police dealing with issues but there is also a

view that the problems then creep back. My stance is clear in that we will be a constant presence in the city centre from opening time into the evening.

"We won't just be doing one-off pushes, but there will be times when, for various reasons, we enhance the police presence even further."

Ch Supt Peach said the HullBID radio system remains an effective crime-fighting tool, and he urged businesses to make the most of it.

He said: "I am happy to be challenged if people think we are not where we need to be. They can speak directly with me, through HullBID, or the neighbourhood Inspector, Dave Lonsdale.

"I'm happy to go and meet with them, but we can only deal with things if we know about them and the HullBID radio system is a vital service. Barely a week goes by where I am not out checking how the city centre feels.

"Our staff who are out on patrol carry them but sometimes there are lapses, for various reasons, in making us aware of issues. That's where it starts and we need business owners to report incidents and concerns."

Kathryn Shillito, HullBID Executive Director, said the walkabout was invaluable in terms of gaining feedback from city centre businesses.

She said: "Businesses want to be heard on issues they find disruptive and want to see action taken. HullBID interacts closely with partners, operationally and strategically, to deliver positive actions on issues arising from anti-social behaviour, street drinking and begging. Matt listened very carefully and understands the frustrations which businesses experience in the city centre, during what are very challenging times."

Steampunks head to city centre for Halloween event

The Halloween Steampunk Festival returns to the city centre this month with the promise of more weird, wacky and wonderful experiences for all the family and the hope that the excitement around the event will help to secure a top tourism award.

Participants plan to transform the city centre over the weekend of 20–22 October with displays of spooky and spectacular tomfoolery inspired by a passion for Victorian fashions and engineering.

The fun will start on the Friday with an afternoon history walk by Paul Schofield and an evening ghost walk by Mike Covell, plus a silent movie showing with live music score of Nosferatu: A Symphony of Horror in Trinity Indoor Market.



Steampunks outside Hull Minster at Halloween 2022.

Events on Saturday will include a Halloween Parade which will begin in Paragon Square and make its way through the city centre to join a Steampunk Market in Trinity Square and

Hull Minster. There will be Steampunk talks in Hepworth's Arcade, an All Hallows Tide Choral Evensong in the Minster and The Immortal Ball in Hull Guildhall.

A Steampunk Market will be held in Zebedee's Yard on the Sunday, and attractions in Trinity Square will include large Steampunk artefact displays and performances by the Raven Morris Dancers. There will be more talks in Hepworth's Arcade and a Grand Steampunk Parade around the city centre.

Last year's Halloween Steampunk Festival has been shortlisted in the Remarkable East Yorkshire Tourism Awards (REYtas) as a candidate for tourism event of the year for providing a truly memorable event to visitors to the area. The REYtas will take place on Thursday 9 November.

To find out more about the Halloween Steampunk Festival 2023 schedule visit <https://halloweensteampunk.co.uk>

City businesses taking lead with skills improvement

The team behind a new government initiative launched to promote training and skills nationwide has welcomed the input from large and small businesses in Hull city centre.

Leaders of the Hull and East Yorkshire Local Skills Improvement Plan (LSIP) are also urging more businesses to get involved in the work and make sure their voices are heard at a forthcoming forum.

Major employers including Heron Foods and Spencer Group provided feedback following the launch earlier this year of the LSIP, which was officially approved by the government during the summer.

Much smaller businesses also demonstrated their commitment, and LSIP leaders were particularly

impressed with Hotham's Distillery, where husband and wife team Emma and Simon Pownall took on their first apprentice with instant results.

Chloe Pellatt split her time between the business and Hull College and completed her junior content producer apprenticeship during the summer. Her achievements included playing a key part in launching a variety of new products and events as Hotham's, originally a gin school, branched into lessons in rum and vodka.

Simon said: "Having Chloe to look after our marketing has transformed how we go about our business. It's freed us up to concentrate on developing and improving our product range, and driving the business forward.

"Being a tiny business, we thought long and hard about hiring an apprentice but we're glad we did. It's also proved that apprenticeships aren't just for big business – small independents like us can also benefit."

The LSIP forum, which includes lunch, is free to attend and will take place at the Mercure Grange Park Hotel, Willerby on Friday 20 October, from 10am-1pm. To register, please visit www.hull-humber-chamber.co.uk/events/



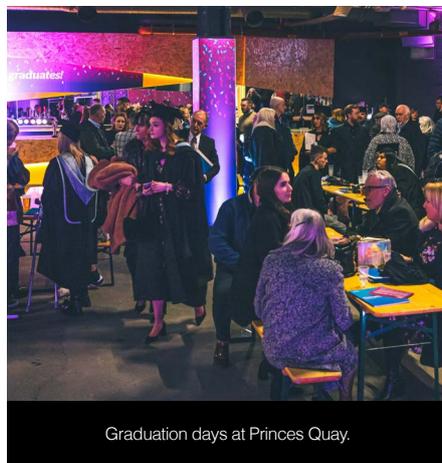
Chloe Pellatt with some of the products at Hotham's Distillery.

Princes Quay pulls in enquiries after events showcase

Princes Quay welcomed key suppliers from the events and entertainment sectors as it showcased its facilities and its calendar highlights.

The spotlight was on the PQ Event Space, which opened in December 2021 and has since hosted a wide range of client bookings in sectors which were reflected by the attendance of guests from education, sport, culture, charities and more.

Centre Manager Sarah Smith and her new Events & Sales Manager Nicole Richardson led guests on a tour of the space, which was set up to show the versatility of the room and also featured such additional services as photo booths, DJ sets and table décor.



Graduation days at Princes Quay.

Guests enjoyed a glass of fizz or a warm drink and complimentary nibbles as well as a performance by the All For One choir. Local businesses which

took part included Red's True BBQ, All Occasions, Innovation Entertainment and Pure Events.

Sarah revealed that the event resulted in six firm bookings and a number of follow-up enquiries.

Sarah said: "We were delighted to open our doors to showcase our event space, which was launched as the vision of our new landlord Tokyo Industries. Since then, we have hosted numerous events as the space has evolved into a multi-purpose facility that both local and out of town businesses are loving.

"It's a hidden gem with huge capabilities and adds a different dimension to the shopping centre which is constantly attracting leisure, hospitality and shared working space tenants. We're looking forward to a bumper calendar of events in 2024!"

To arrange a viewing or discuss events, email the Princes Quay team at eventspace@princesquay.com

News

Tesco team follow food bank success with poppy appeal

Staff at the city centre's biggest supermarket have thanked colleagues and customers after breaking records with their support for food banks during the summer.

The team at Tesco in St Stephen's are now turning their attention to Remembrance Day and are appealing for more volunteers to help sell poppies and badges in the coming weeks.

Tracey Hales, Community Champion at the store, said Lisa Whiteley, Debbie Brooke and Gemma Wilde had helped her lead the campaigns with the support of their 360 colleagues in the store.

Highlights included the donation of nearly 1.5 tonnes of food to The Trussell Trust during the summer. The

group also raised about £1,000 from bag packing days and used that to buy more food. During June, July and August, the Tesco team also donated more than 11,000 meals. They are planning to hold another food bank collection on 1 and 2 December to help people through Christmas.

The store supported local charities, and some scout troops and football teams who have benefited then reciprocated by doing bag packs to raise money for other causes.

Tracey said: "Our colleagues and customers have been so generous. We have one customer who donates two or three trolleys full of items every week. There are some marvellous people out there and hopefully we can find some to help out with the poppy appeal from Saturday 28 October.

"It will run until 11 November. We are looking for volunteers who can help us sell badges and poppies. Even just a couple of hours would be a big help and it doesn't have to be every day."



Tracey Hales (left) with colleague Gemma Wilde and young footballers Thomas Meyerhoff (left) and Albert Windeler of Kingswood United.

To find out more about how you can help please contact Tracey at the store in St Stephen's.

Work Hull initiative on agenda as APPG assembles in C4DI

A campaign to promote Hull as the best place for co-working in the UK gained momentum when a new government committee headed north from Westminster to hold its latest meeting in the city.

The All Party Parliamentary Group (APPG) for Modernising Employment sat down at C4DI in the Fruit Market with city centre business leaders including Kathryn Shillito, HullBID Executive Director.

Emma Hardy, Hull West and Hessle MP and chair of the Group, told the meeting she had been inspired by the reaction to the Work Hull Work Happy campaign which was launched in the city in 2022.

She said: "If we can't convince businesses to come and



Kathryn Shillito and Emma Hardy at the APPG.

invest in Hull, let's see if we can get them to employ the people who live here with remote working technology."

City centre businesses and other organisations which attended the session included The Deep, KCOM, Rix

Group, RSM UK, Hull City Council and Hull College. Discussion ranged from productivity levels to property implications and the need to consider mental health and wellbeing.

Kathryn Shillito, HullBID Executive Director, said: "It was a good opportunity to look at more research into how remote working is a good fit for a lot of businesses. However, in some instances it isn't practical, but in others it works well and research has shown that productivity doesn't suffer.

"A number of HullBID businesses attended and made important contributions about co-working and possible mental health implications in some scenarios.

"If we can get Hull on the map as an affordable option, where people can live and work remotely to head offices elsewhere, it can increase the number of residents in the city centre and support the growth of retail and food and beverage businesses."



Chair's statement Jim Harris, HullBID Chairman

I talk to colleagues in and around our great city centre every day about the continual changes to the landscape – good and bad. So, it is a pleasure for me to pass on some of that good news about new businesses: Everything Toastie, Snow Silver jewellery, Sebu restaurant, Sacred Moon tattooist, the YMCA store. Similarly, the REYTA award nominated Hulloween Steampunk Festival returns this month hot on the heels of our own Trinity Festival Rebooted, highlighting great local music in great local pubs and bars. There's always something exciting happening!

Got a question?

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