

## Q1News

### HullBID Awards bring together challengers and sponsors to celebrate success



Pictured from left are Francesca Sharp of HullBID, Anthony Jackson of KFM Recruitment, Mark Andrews of HullBID and Robert Jackson of KFM Recruitment.

HullBID is counting down to its annual awards with a competitive field of finalists and a full house of sponsors eager to recognise and reward their city centre colleagues for another year of hard work and outstanding achievement.

The BID team and headline awards sponsors KFM Recruitment Ltd said the celebration night on Friday 27 February will set the scene for another year of achievement.

Kathryn Shillito, HullBID Executive Director, said: "We are heading into a year of great opportunity for city centre businesses with completion of the Castle Street project sending out a message that we are very much open for business and the launch of the Hull Maritime project giving us another fantastic addition to our tourism appeal."

KFM Recruitment Ltd was founded more than 30 years ago by brothers Anthony and Robert Jackson, who also own four successful bars in Hull's Old Town.

Robert said: "Our businesses have always been in the heart of the city centre and we recognise the importance of supporting an

organisation that keeps the city centre safe, and trying to encourage other businesses to do the same.

"For us, the city centre has been a natural destination for people looking for work and that's why we have always based ourselves here. We are a people to people business with an open door for people to come in rather than having to do everything online."

Anthony said: "The awards help to recognise businesses at different levels of maturity – start-ups and established businesses, SMEs and large corporates. It's great that they can be part of the same journey and support each other.

"The awards are a chance for like-minded people who are all trying to earn a living to get together at the beginning of the year and let their hair down. It's not about networking, it's about making new contacts and friends in an informal environment."

Robert added: "We need to keep hold of HullBID because without them so many things which support businesses in the city centre would not happen."

An independent panel of judges will meet on Wednesday 28 January, 2026 to review all the entries and draw up the awards shortlists. The finalists will be notified on Thursday 29 January.

All the shortlisted businesses will receive four complimentary tickets to the dinner, which is HullBID's biggest networking event of the year and will include a three-course meal and entertainment. Additional tickets are available for purchase, please contact Francesca [Francesca@hullbid.co.uk](mailto:Francesca@hullbid.co.uk) or 07719 519314, and details will be posted on the HullBID website.

Kathryn added: "We've been blown away once again by the response to the awards, with sponsors snapping up opportunities in record time. As a not for profit organisation, any financial support we receive is directly ploughed back into making the HullBID Awards one of the biggest and most exciting nights of the year in the regional business community.

"We are grateful to all the businesses which have stepped up to shine a light on city centre businesses and we urge all our members to book their tickets and join us for another fantastic celebration."

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# HullBID Introducing

## Jewellery store gets off to sparkling start

A business which is building a worldwide reputation for its range of affordable, on-trend jewellery has opened in Hull city centre to a warm welcome from customers and neighbours.

Shannon Wade, Manager of Lovisa, said customers have helped the team of six beat every monthly target since they opened, and management and fellow retailers in St Stephen's have been really supportive.

Lovisa has a presence in 45 countries and expanded with about 300 stores during 2025, taking the total globally to more than 900.

The Hull team all have strong local links. Shannon previously worked in Leeds after graduating in fashion marketing but comes from Beverley and jumped at the chance to return to East Yorkshire.



Four of her colleagues are from Hull and the fifth is from London but studying at the University of Hull.

Lovisa's programme of group interviews and styling activities ensured the team gel, and more recruitment is expected as they build on their successful start.

Shannon said: "We sell affordable, trend setting jewellery which is ready to wear. We do children's ranges as well and we offer a free piercings service. It's been amazing since we opened.

"When you launch you can't be sure how it's going to go but we felt Hull city centre presented a good opportunity and we were right. Customers have been telling us they felt Hull needed something like this. It's giving them that extra premium feel.

"Christmas was really busy and it's been the same with the sale during January. We're already looking forward to Valentine's Day, Mother's Day and then the new spring and summer offers when people start planning their holidays."



## Privacy is a priority at new bridal lounge

A woman who has played a central part in countless wonderful weddings has now opened her own bridal boutique in Hull city centre.

Chasey Bridal is offering the ultimate in affordable elegance at its premises in Dock Street. Manager Tracy Adams is promising the best in terms of customer care and attention to detail as she draws on her contacts and experience.

Tracey said: "I have been managing bridal shops for at least the last 10 years and when the opportunity came to run my own shop I went into project manager mode!"

Her links with trusted wholesalers enable Tracy to secure a ready supply of stunning new gowns priced from £295 to £1,500. In addition Tracy has recruited seamstress Christine Thorne to

customise the gowns to client requirements.

The premises, a former insurance office, have been adapted to display the array of gowns and to create a stylish changing room, a spacious and comfortable fitting and viewing areas, a separate studio for Christine and a storage area.

Tracy said: "When I walked in I just felt this is it! It was a blank canvas and the city centre is a great location, easily accessible to people coming from out of town and with plenty of parking.

"We didn't have to do much to the building but we frosted the glass because privacy is paramount. When a girl is saying yes to the dress she doesn't want another girl trying their gown in the same room. Every bride should be treated as though they are the only bride in the world!"

Appointments can be booked online at <https://www.chaseybridal.com/> or by phone on 01482 590097. Chasey Bridal is also on Facebook, Instagram and TikTok.

## New restaurant takes Arcade to capacity

A bold new food destination has opened in Hull city centre.

Swine & Soul has taken up residence in historic Paragon Arcade, adding flavour, character and culinary experience to one of the city's most iconic locations.

Led by restaurateur Michael Barnett, Swine & Soul brings together more than 30 years of hospitality experience with a distinctive food concept drawing on flavours inspired by the American Deep South, layered with subtle Spanish influences.

"Our concept is modern British with American and Hispanic soul," said Michael. "It's elegantly plated, flavour-packed food with the comfort and soul of the American Deep South and a touch of Spanish influence"

Set across two levels within Paragon Arcade, Swine & Soul offers 28 covers upstairs, with a further 20 outdoor seats, creating an intimate yet vibrant dining experience.

Open seven days a week, the restaurant caters for relaxed brunches and lunches during the day, while evening service from Thursday to Saturday delivers a more elevated dining offering.

Michael says the location was a key part of the decision to open in Paragon Arcade.

"It's a really good site – the footfall down here is phenomenal, and the building is full of character. It's just a really cool place to come," he said.

Built in 1891, Paragon Arcade has been carefully restored and revitalised by Allenby Commercial in recent years and is now home to 16 independent businesses, making it a thriving hub for food, retail and creativity.

Swine & Soul's opening has taken the arcade to full capacity.

Steph Ellis, Tenant Liaison for Allenby Commercial, said: "Paragon Arcade has become a real central hub for local independents, with something for everyone.

"Everyone knows Paragon Arcade – it's iconic, and such an important part of Hull."





# HullBID Introducing

## Peacocks opens with exciting range of offers

National fashion retailer Peacocks has returned to Hull city centre with a new store in the Prospect Centre selling clothing for men, women and children.

Store Manager Marie Lawrence, who is new to the company, brings plenty of experience from previous roles in the sector and heads a nine-strong team of full-time and part-time staff who are already making an impact.

Marie said: "As customers ourselves we think it's nice to have a bright, new clothes shop in the city centre, and it's clear that other people think the same."

"It's been so busy since we opened in October. We're in a great location with a lot of other good businesses nearby – both in the Prospect Centre and in neighbouring streets."



Marie Lawrence (left) and Mollie O'Connor at Peacocks in the Prospect Centre.

Mollie O'Connor, Assistant Manager at the company's Driffield store, has been with Peacocks for a year and helped to set up the new premises.

She said: "It's a really good company to work for and there are some exciting things coming up. The focus immediately after Christmas was the sale and we are already looking ahead to the Peacocks spring collection."

Marie added: "There will be all sorts of good deals for customers. When we opened the first 10 customers through the door were each given a £50 voucher and in the run up to Christmas we had a different offer every day for 12 days".

The new store is open from 9am until 6pm Monday to Saturday and 10am until 4pm on Sundays. Customers can also use the click and collect service online at <https://www.peacocks.co.uk> and can place orders in the shop.

## Fashion expert opens stylish new restaurant

Cuisine from three continents served in a spectacular setting is tempting diners to try a new restaurant in Hull city centre.

Rosedana, which has opened in George Street, has created jobs for about 20 people including three chefs – one British, one Arab and one Asian.

Their focus is on preparing and presenting the finest food, and the eye-catching decor is the job of Rose Alotaibi, the CEO of the business who is also an international fashion designer.

Rose is originally from Saudi Arabia and became aware of Hull on her travels. The building has operated as a club and bar in the past but has now been transformed by Rose's magic touch.

She said: "I first came to Hull on holiday more than 10 years ago. I like the marina and the heritage

and I think the city should be more famous. We have invested to give the restaurant a complete refurbishment and a stylish new look which is new to the area."

Rosedana is open seven days a week from 8.30am until 11pm serving breakfast, lunch and dinner and hosting special events such as afternoon tea and family celebrations.

The main restaurant can accommodate more than 50 people and Rosedana also has other lounges which can be booked for smaller events. Diners can also enjoy an outdoor seating area at the front and a shisha garden at the back.

A private car park serves the restaurant and the Rosemary Stay boutique hotel, which the company operates on the upper floors.

To find out more look up Rosedana Restaurant on Facebook, RosedanaUK on Instagram, or visit <https://rosedana.co.uk/>



Rose Alotaibi (centre) with some of the team at Rose Dana restaurant.

## Mental health charity expands to city centre

A charity set up to support people experiencing mental health problems has opened its own shop in Whitefriargate.

HELP The Mental Health Charity aims to provide advice, support and donations to carers and families who have family members living with a mental disorder, or conditions of emotional or mental distress.

Founder Mandy McDermott launched the charity with a shop in Scunthorpe about 10 years ago and decided to open a centre in Hull in response to rising demand and offers of help.

She said: "We expanded what we do because our Scunthorpe shop was getting calls from people in Hull inviting us to collect items to sell and also to clear houses. We have had a lot of good feedback since we opened."

A team of six people – all volunteers – run the Hull shop, which sells a wide range of items to raise money to support the charity's services.



From left: Megan Betteridge, Sylvia Shepherd and William Shreenan.

Mandy said: "We welcome donations of furniture, clothes, anything that's saleable and that people can use. We would also like to hear from anyone who can give some time to volunteer."

"In addition to supporting people of all ages – including children – directly we make donations to other charities and we help homeless people by providing items including clothes, sleeping bags and tents which they can come and collect. We also help people with completing PIP forms."

"When it comes to mental health problems there's nobody better to talk to than someone who has experienced them."

"All our services are funded from the things we sell and in order to meet our mission and provide services in the community, we rely on the generosity of individuals and businesses for support. Without the assistance of community-minded individuals, businesses and organisations, we would not be able to support the vulnerable."

To find out more visit <http://helpmentalhealthcharity.co.uk/>

# Q1Report

## HullBID steps up efforts as a key partner in city centre safety and security



Members of the City of Hull Street Angels.

HullBID has stepped up its efforts to promote safety and security by strengthening the links between city centre businesses and Humberside Police and by providing direct support for the award-winning City of Hull Street Angels.

The BID again assisted the police in delivering the Operation Yuletide campaign to tackle retail crime during the festive season and build on the success of ongoing partnership work.

BID's contribution was consistent with its liaison with city centre businesses to gather evidence and feedback in securing an extension earlier in 2025 of the Public Space Protection Order (PSPO).

Jim Harris, Chair of HullBID, said the collaboration helped to make it a safe and happy Christmas for people shopping and celebrating in Hull city centre.

He added: "We are very proud of the direct support we give to the police and to retailers throughout the year and we all step up our efforts at this busiest time of the year.

"Our members also played a big part during 2025 in tackling antisocial behaviour by supporting the extension of the Public Space Protection Order, and people enjoying the festive season in the city centre felt the benefit of that."

Chief Inspector Alasdair Booth, Humberside Police lead for retail crime, said: "According to the latest quarterly crime figures from the Office for National Statistics, Humberside Police has seen a 0.8% decrease in shoplifting, compared to an over 12% increase nationally. This shows that our partnership work and targeted policing are having an impact, but we're not complacent."

HullBID's work to promote safety and security around the city centre's night time economy was a key factor in the recruitment of Executive Shillito as a trustee to the City of Hull Street Angels. The organisation was also recognised with the King's Award for Voluntary Service.

Jamie Lewis, chair of City of Hull Street Angels, said: "We are incredibly proud and humbled to receive the King's Award for Voluntary Service. This recognition is a testament to the hard work and dedication of every single volunteer who gives their time selflessly to care for our community.

"Our mission has always been to create a safer, kinder city for all, and this award inspires us to continue serving with even greater passion."

Jamie added: "Kathryn's leadership and long-standing commitment to Hull's business and community life align perfectly with our mission to create a safer, more compassionate city after dark."

Kathryn said: "In my 16- plus years at HullBID, I have seen the Street Angels work tirelessly to support vulnerable people on an evening out in Hull city centre. Those that have got separated from friends, or have over-indulged, who might need some medical assistance or just a listening ear to share their worries.

"The charity's outbound volunteers work Friday and Saturdays until the early hours, and as well as supporting all the pubs and bars, they work closely with the emergency services. I know how hugely valued this support is. If you see the red-jacketed volunteers ready-prepared with their water bottles, flip flops and foil capes, say hello... they really are amazing people! Behind every good charity is a good team under the leadership of Jamie Lewis and fellow trustees, and I'm excited to get involved."



## Old Town bar flies the flag for Hull in cocktail challenge

A bar's passion for crafting classic cocktails – often with quirky ingredients – has catapulted it into nationwide list of top tipples.

The Brain Jar in Trinity House Lane is one of only four venues in Yorkshire to feature in the Top 50 Cocktail Bars list sponsored by mixer manufacturers Franklin & Sons. The final standings will be revealed in February, with the Brain Jar also on a shortlist of six in the "ones to watch" category sponsored by Tequila Herradura.

The Brain Jar opened its doors in Trinity House Lane in September 2017 and serves a variety of drinks and a largely pizza-based food menu from Wednesday until Sunday.

But the USP is a cocktail menu which features such classics as Pornstar Martini, Margarita and Zombie



Bartenders bidding for success at Brain Jar.

alongside a seasonal selection which changes every six months. Current creations include Sweet Potato Eggnog – a vegan version of a festive favourite – and Conference Call, which includes goat's cheese. There's also the self-explanatory Pump King and Parsnip Old Fashioned.

Matt Smith, a bartender and one of the founders, said: "We often use veg as if it's fruit. We use modern and interesting techniques to create cocktails and each one is illustrated on the drinks menu so you can see them."

The Top 50 Cocktail Bars list is compiled by the bar industry. The organisers assemble a voting academy of more than 200 experts including bartenders and owners, drinks writers and influencers.

Each has four votes and Jim Claxton, another Brain Jar founder, is keeping his selections a secret.

He said: "People in the industry do a lot of cocktail competitions and share their menus around the country. That's how we found people who wanted to vote for us."

"We've had a very positive reaction already. There are regulars who follow us anyway and there are others who have come in because they have heard that we've been listed."

## New campus helps young musicians hit the high notes

East Riding College has chosen Hull city centre for a new campus dedicated to music and performing arts.

The centre in Baker Street will welcome students studying post GCSE up to degree-level, and offers a variety of courses for adults to upskill.

The building, which was once home to The Rhythm Room night spot, has been completely refurbished and boasts purpose-built studios and workshops. It also features bright, spacious teaching and break-out rooms for adults to upskill in areas including first aid, food manufacture and management and leadership.

Guest of honour, Hull West and Haltemprice MP Emma Hardy, said: "The arts are for everyone, and the arts should be available for everyone. So, having this facility here in our city able to give those opportunities to all of you is really important."

"This place is more than just a centre for performing arts and a place for you all to develop into the wonderful young people you are all going to be – this is a place that gives everybody a chance to develop the career they want."

Prue Gibson, campus principal at East Riding College, which is part of the TEC Partnership group, said: "This building is more than bricks and mortar – it is a creative hub where talent will flourish, ideas will take shape and the next generation of performers and musicians will find their voice."

"Across the TEC Partnership, our vision has always been to provide outstanding facilities and incredible staff that inspire and empower."



Young musicians at the new campus.

Jamie Green, executive director of National Employer Training, said: "This campus represents a strategic investment in Hull – an investment in skills, in people and in the future workforce of this city."

## Winter Windows showcase creative talent from College

A trail in shop and business windows featuring original artwork by students from Hull College played a starring role in the city centre's festive events.

Winter Windows was the culmination of an initiative run by HullBID in partnership with the college, where Level 3 Illustration students participated in a live work experience project, with HullBID acting as a commissioning client.

More than 50 students created original artwork inspired by winter and 12 were chosen by a selection panel to feature in the trail.



An exhibition of the Winter Windows designs.

The project was sponsored by Allenby Commercial, C4Di, Hull City Council, John E Wright, Lush, Prospect Centre, Savills' Queens House, St Stephen's and Wykeland and ran until the first weekend of January. The Deep, Hepworth's

Arcade, C4Di, Prospect Centre, St Stephen's, Monocle and Hull College were among the locations featured in the trail.

Amy Walker, Illustration Lecturer at Hull College, said: "It's been brilliant working with HullBID on this project, which provided the students with a live brief and the opportunity to have their work exhibited in the city centre to be enjoyed by people living, visiting and working in Hull. We have some amazing creative talent at the college and it's fantastic to be able to showcase this on such a scale."

Kathryn Shillito, HullBID Executive Director, added: "Being able to display the work of all of these emerging new talents with this pop-up exhibition was the perfect culmination to the project and created yet another great reason for people to visit the city centre."

# News

## Travel firm adds bar and kids' zone with office expansion

A travel business which has had a presence in Hull city centre for more than 30 years has invested in a major expansion of its premises and added a new dimension to its services.

The upgrade now gives Andrew Earles Holidays entrances from Ferensway and Brook Street, where the business has expanded into the former Select fashion store.

On arrival, visitors will be greeted by a receptionist, who will ask them about their holiday ideas and then refer them to a colleague who can provide specialist advice on particular destinations and types of holiday.

Walk-ins are welcome but clients are encouraged to book appointments in advance so they can spend more time making sure their holiday is right for them. The seven-strong team have added other innovations to add to the comfort and convenience including separate rooms for private conversations, a bar with complimentary drinks, and a children's activity zone.

The company revealed that the plan was to carry out some work on the existing office but when the unit leading through to Brook Street became available it was decided to think big. The priority was always to stay in the city centre, with rising optimism around investment by other businesses and the increase in residential developments.

The expansion and refurbishment was completed in time for a December opening by the Lord Mayor of, Hull Councillor Cheryl Payne, and local boxing champion turned businessman Tommy Coyle.



Further details about Andrew Earles Holidays and its destinations can be found at <https://www.andrewearles.co.uk>. To book an appointment visit the website, call 01482 581888 or email [hull@andrewearles.co.uk](mailto:hull@andrewearles.co.uk)

## Strong interest in Burton House after PizzaExpress arrival

PizzaExpress has completed its move into Hull's restored Burton House, bringing the art deco landmark back into use for the first time in half a decade.

The restaurant is the first occupier of Burton House, which has undergone a stunning £2.4m regeneration delivered by leading commercial property developer Wykeland Group.

Designed for Burton menswear company founder Montague Burton by his famed Chief Architect Henry Wilson, the building dates back to the 1930s but has stood empty since 2020, when Burton owner Arcadia Group collapsed into administration.

PizzaExpress has leased 2,400 sq ft of ground floor space, as well as 1,600 sq ft in the basement. Work



is continuing on the upper floors to create premium commercial space ready for occupiers to move into.

The offices are loft-style spaces with an exposed brick aesthetic, complete with new flooring, kitchen facilities and toilets. The first, second and third floors each cover 2,500 sq ft.

Wykeland Development Director, Jonathan Stubbs,

said: "We're delighted to welcome PizzaExpress. Having the nation's most iconic pizzeria brand as our first occupier realises our vision to bring the building back into use, to be enjoyed by local people and visitors alike.

"We're extremely proud to have delivered a restoration project sensitive to the extraordinary character and history of the building. We're sure PizzaExpress will love their new home and customers will enjoy one of the city's most striking settings.

"We're also receiving significant interest from potential occupiers of the upper floors as we continue to once more make Burton House a thriving gem in the heart of Hull."

PizzaExpress Hull General Manager, Chris Joseph, who heads a 24-strong team, said: "We're so excited to open our doors in our stunning new setting. We know pizza fans are going to love our new restaurant."

To find out how you can help call Casey on 01482 328196 or email [events@jubileecentral.org](mailto:events@jubileecentral.org)



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

When I talk to city centre businesses and customers about the issues they have with our urban environment, always top of their priority list is **SECURITY** – both personal and the prevention of anti-social behaviour. It is encouraging therefore to read about the crucial work by the HullBID team in supporting the work of both Humberside Police with their Christmas anti-shoplifting programme, Operation Yuletide, and the City of Hull Street Angels with the important contribution they make to promoting safeguarding within the late night economy.

### Got a question?

For more information about how to share your news or ideas, email [victoria@hullbid.co.uk](mailto:victoria@hullbid.co.uk) or call on 07739 759783

[www.hullbid.co.uk](http://www.hullbid.co.uk)

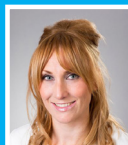
## The HullBID team

To find out about our board directors, visit [www.hullbid.co.uk](http://www.hullbid.co.uk)



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