

## Traders promise surprises in store at Hull BID Fashion Week

TOPLESS TOUR: The topless bus tour that launched the 2011 Hull BID Fashion Week will be repeated this year.



A stunning combination of the old and the new is set to take the third annual Hull BID Fashion Week into time warp territory.

At the cutting edge of modern style will be the latest looks, outfits, and accessories from a wide range of local businesses. Contrast will come from the retro approach of a growing number of vintage retailers – and from the historic Holy Trinity Church. For the second year running, Holy Trinity Church will form the centrepiece of the activities by staging a grand finale of catwalk shows under its huge stained glass windows.

As with last year's event, the programme will see local independent retailers, the three shopping centres, and major retailers including House of Fraser, M&S, Primark and Debenhams working together to showcase the quality and variety on offer in the city centre.

The 2011 event helped to generate huge increases in footfall

along Whitefriargate and in the Old Town generally and the hope is that this year's activities will build on that.

"Last year it was a great success and the church was a really nice setting," said Bob Beasley of Beasley's in Hepworth's Arcade.

"The whole event helped raise awareness about this part of the city and we are very much looking forward to this year."

Beasley's will be dressing two of the models in the catwalk show at Holy Trinity Church, as will Bolo of Savile Street.

"Business is tough and events like this are a great opportunity to show what we have to offer," said Paul Wilkes, who runs Bolo with his brother, Steve.

"Over the last 18 months we have concentrated more on bringing in exclusive designs rather than shared brands – 80 per cent of what we do is exclusive so people can expect to see something different at Fashion Week."

During the last year Lucy Johnson has built her business from a market stall and now operates Maggie's Den from premises in Paragon Arcade, selling vintage clothing,

accessories and jewellery including hand-made items.

"It was a great event last year and I'm expecting a lot of people to turn out," said Lucy.

"I'll be dressing some of the models and I'll also have a stall in the church, selling my hair garlands and jewellery."

City Centre Manager Kathryn Shillito commented "Fashion Week is all about attracting footfall into the city centre area but importantly it allows BID area retailers to showcase what they have to offer. The increase in visitor numbers means a wide range of businesses benefit off the back of a popular event."

The Hull BID Fashion Week will kick off on Saturday 28 April with the spectacular topless bus tour, which will see models on an open-top bus touring the city centre and surrounding area.

The finale will take place in a blaze of colour at Holy Trinity Church on Saturday 5 May. For further details visit the website at [www.hullbidfashionweek.co.uk](http://www.hullbidfashionweek.co.uk) and watch out for updates at Facebook. [co.uk/HullBIDFashionWeek](http://co.uk/HullBIDFashionWeek) and on Twitter @HullFashionWeek

### What's On: April - June 2012

**Half Past the Weekend**  
(FREE LIVE MUSIC)  
EVERY WEDNESDAY AND  
THURSDAY EVENING  
Princes Dock Street

**Real Ale & Cider Festival**  
(CAMRA)  
19 – 21 APRIL  
Holy Trinity Church

**Hull BID Fashion Week**  
30 APRIL – 5 MAY  
Finale at Holy Trinity  
Church

**Blancmange (Music)**  
12 MAY  
Fruit Art Space

**Rich Hall (Comedy)**  
20 MAY  
Hull Truck Theatre

**Live at the Quayside**  
(FREE LIVE MUSIC)  
EVERY SATURDAY  
EVENING STARTING JUNE  
Princes Dock Street

**Jane Tomlinson Run**  
3 JUNE  
Hull City Centre

**Hull Carnival / Jubilee**  
**Celebrations**  
4 JUNE  
Hull City Centre /  
Queens Gardens

**P1 Power Boats**  
16 JUNE  
Hull Marina / Humber  
River

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

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#### EVENING ECONOMY

Half Past the weekend supports diverse dining destination.

# Raising awareness of Hull BID's role and objectives

**Hull BID has embarked on a review of its activities after a survey of city centre businesses identified that a proportion were unaware of the organisation's role.**

The BID will explore ways to improve communication with its member businesses and of encouraging levy payers to become more involved in the running of the organisation. As part of that process, BID is urging business people to consider putting themselves forward as Non-executive Directors of the body.

The survey, which was conducted earlier this year, attracted a response rate of more

than 10 per cent to the initial questionnaire. Researchers then followed up with a series of one-to-one interviews to collect more detailed feedback.

Kathryn Shillito, Hull BID City Centre Manager, said the most striking findings were that an unsatisfactory proportion of people appeared to have little knowledge of how the BID operates.

"We knew the survey would reveal an awful lot of support for our work, but also opposition from some quarters to what BID does. What was surprising was the number of people who indicated they don't have an opinion! However, the findings have flagged up our weaker areas and they will play a valuable part in helping us re-define our five year strategy.

"Our approach from day one has been for the businesses who pay the levy to have a

say in how the money is spent, so we will be looking into how we can get those businesses more involved."

A process for recruiting additional members to the Hull BID Board was delayed pending the outcome of the survey and has now resumed.

"Details of the opportunity are set out on page 4, along with an invitation to apply.

We welcome applications from the public and private sectors," said Kathryn.

"The BID Board fulfils a vital role because it sets the strategy for the organisation and it ensures we work to meet the priorities of the city centre business community.

"The directors meet every two months, bringing their knowledge and experience to bear on discussions about BID's activities, management and progress. The role is unpaid."

## Funding boost for fight against crime

**Hull BID is stepping up the fight against crime in the city centre after securing more than £45,500 of new funding.**

The money, provided by the Community Action Against Crime Innovation Fund, follows a successful application led by Kathryn Shillito, Hull BID City Centre Manager.

The application was submitted following consultation with Hull BID's crime prevention partners and drew on the experience of projects already delivered successfully by Humberside Police and Hull Citysafe.

The Crime Innovation Fund was set up to create new approaches to tackling crime. The aim is to encourage greater community activism and to enable communities to develop innovative approaches to tackling the local

crime issues that matter to them.

Hull BID is in discussions with Humberside Police and with businesses to decide on how to use the grant most effectively, but among the initiatives is the proposed installation of CCTV in up to 50 independent city centre retail units.

That investment will support a wider campaign to encourage businesses to work together and prevent crime in the city centre, with particular emphasis on shoplifting and anti-social behaviour.

Chief Inspector Dave Rawding told a recent meeting of the Hull BID Board that efforts to reduce crime are showing success and have earned recognition from the national media.

"We had a visit from some journalists from The Mirror who came to Hull to find stories about broken youth," said Dave.

"But the headlines they'd been reading were five years old. When they arrived here

they admitted they were in the wrong place because things have moved on so much. What we want to do now is build on that."

Kathryn Shillito added: "Securing this grant is great news. Apart from the value of the funding itself, the award demonstrates recognition for the quality and innovation of our ideas. We will work with businesses to make sure we all make the most of this opportunity."



## Gold Anchor Award shows Hull Marina is ship shape

**Hull Marina is literally flying the flag for excellence after making its mark in a revamped awards scheme. The marina was awarded four Gold Anchors in an international assessment scheme operated by the Yacht Harbour Association.**

Derek Newton, Managing Director of British Waterways Marinas Limited (BWML), said the award, symbolised by a commemorative flag, recognised the hard work and investment ploughed into Hull Marina and demonstrated its facilities compete with the best in the industry.

BWML took over the management of Hull Marina with a 99-year lease in 2008. Along with Hull Council, they have invested heavily in the site, and Hull BID will strengthen links between users of the marina and the business community.

"Hull Marina had its problems in the past but this award shows how much progress it has made," said Derek.

In partnership with the Royal Yachting Association, the Yacht Harbour Association has been operating the Gold Anchor standards for more than 20 years. The accreditation process includes an assessment, a mystery

shop and a questionnaire for berth holders.

"The process has become much more stringent recently. Awards range from one Gold Anchor to a maximum of five, and any award is seen as a sure sign of a credible and quality marina. To achieve a four Gold Anchor award reflects the high quality of our facilities and the way we operate Hull Marina. It is a great achievement."

"Occupancy at Hull Marina is increasing and we get visitors from many different parts of the world. We get flotillas from the Netherlands and Belgium coming in for weekend trips and many of our visitors bring in people from other parts of the UK coming to Hull to see them. Hull has lots to offer and I can't think of any other marina in this country that has the city centre just across the road" said Derek.

Hull BID City Centre Manager Kathryn Shillito said "Our support includes helping improve site security, supplying radios for direct communication with BID Support Officers and providing visitor information for people arriving at the marina. We're happy to offer our assistance"..



WHITEFRIARGATE: Old Town regeneration plans positive news. Photography by Chris Oaten. ([www.otenphotography](http://www.otenphotography)).



## Portas focus falls on Hull's first "high street"

Hull BID has joined Hull City Council and partners across the city to form a Town Team a joint application to become one of a dozen "Portas pilots."

With more than 300 towns and cities believed to be challenging for Government funding of up to £100,000 each, competition will be tough.

Hull BID Manager Kathryn Shillito said Hull's strong track record of partnership working could be a key factor during the selection process.

"If however Hull misses out, that same partnership culture will ensure that we continue the work that we had actually already started before the Portas Review came along," said Kathryn.

Other organisations involved in compiling Hull's application include the Hull School of Architecture, Hull Bondholders, Hull Daily Mail

and Hull Civic Society.

The focus of the application is Whitefriargate, as a gateway to the Old Town, which the submission states: "has the potential to become a distinct area of Hull with a rich historic fabric that accommodates a thriving café bar and restaurant sector alongside a cluster of independent retailers with the upper floors of buildings being developed for city centre living and public spaces animated within a high quality public realm creating a strong sense of 'place'."

Among the recommendations of the Portas Review - published October 2011 - is the creation of "Town Teams" and the empowerment of successful Business Improvement Districts to become "Super-BIDs."

"New Super-BIDs would develop a dynamic strategic vision for their towns. Super-BIDs should be about more than just 'grime and crime' and should work in much more of a strategic partnership to shape the thriving high streets of the future."

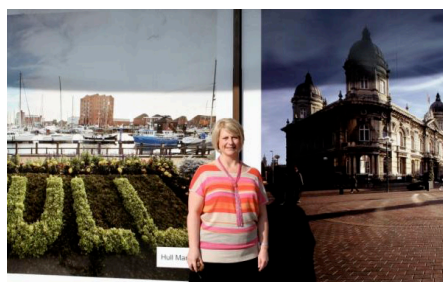


Our town team has selected Whitefriargate for the project because we were already working on it, securing support from traders and property landlords, and increasing footfall in this area has been a priority for some time.

People remember that Whitefriargate was Hull's prime retail street during the first 70 years of the 20th century, its first 'retail high street' which was also the first to be pedestrianised in the 1970's.

We find out in late spring or early summer whether we have been successful... if not, we will continue with our innovative ideas to improve the area."

## City landmarks brighten up empty unit



IMPROVING THE STREET SCENE: Kathryn Shillito with new empty unit graphics on Ferensway. Photograph by Chris Oaten (www.otenphotography.co.uk)

Images of some of Hull's most striking landmarks are being used by Hull BID to brighten up a vacant store.

Graphics of The Deep, Hull Marina and the Maritime Museum are among the scenes that now fill the display windows of the former T J Hughes store in Ferensway.

Kathryn Shillito, Hull BID City Centre Manager, said: "The agents are reporting interest in the site which is encouraging as

naturally we don't wish to see the unit remain empty for any considerable period of time.

"Meanwhile we decided to fill the windows with pictures of some of Hull's favourite attractions. In addition to brightening up an empty building it also shows some of what the city has to offer - I hope it will encourage visitors to explore a little further.

"It is important because we need to create a good first impression, particularly as this is the first view of the city centre for many people arriving by public transport, and a lot of people drive past the building every day".

## Pub Guide provides the perfect chaser for Real Ale and Cider Festival

Hull BID and partners are joining forces with pubs in the old town to showcase the best watering holes in a Hull Ale Trail Guide.

The publication, which is due out to coincide with the Hull Real Ale & Cider Festival, will serve as a companion to last year's Hull BID Dine Brochure, which is to be updated and reprinted this summer.

The pub guide lists all the pubs in the old town ranging from the historic ale houses dating back hundreds of years to the more modern venues; opening hours, facilities and attractions have been included and the publication has been welcomed by licensees.

Alan Murphy and partner Chrissy Fleming who run the Lion & Key in High Street and Walters Bar in Scale Lane, said: "Having a pub guide is a great idea because there's a real mix of places in Hull.

"People are more choosy these days and guide is a good way of letting them know what we have to offer."

Other partners in the project include Visit Hull and East Yorkshire (VHEY) and Hull City Council.

"Pubs and bars are an important part of

Hull's visitor economy and visitor experience, whether our visitors are trying a new ale or enjoying something to eat," said Jon Pywell, Assistant Head of Service, Economic Development and Regeneration, Hull City Council.

"To produce a revitalised Hull Ale Trail Map in partnership with Hull BID will showcase the great range of pubs we have in the city centre and the aim is to increase trade in these challenging times."

The Hull Real Ale & Cider Festival, organised by CAMRA, will switch venues this year and for the first time will be held in Holy Trinity Church. Starting on Thursday 19 April until Saturday 21 April, admission will be free of charge for most of the opening sessions\*

Full details can be found at <http://www.hullcamra.org.uk/beerfestnews.htm>

Kathryn Shillito, Hull BID City Centre Manager, said: "We are supporting The Hull Real Ale and Cider Festival which is another example of a high quality event that will attract people into a historic part of our city centre. The pub guide is the perfect complement, highlighting our wide variety of pubs.

Any new establishments wishing to be included in the Dine Brochure reprint should contact Jennifer Marshall, Project Manager on 01482 611802.

*Note: there will be a charge on the Friday evening and a limited number of tickets will be sold for the Saturday evening.*



ON THE MAP: Hull's Old Town pubs are featured in the new guide. Photograph by Chris Oaten. (www.otenphotography).

# Free live music to entertain alfresco diners



ON SONG: Performers at last year's Half Past The Weekend event.



'Half Past the Weekend' is the result of partnering between Hull BID, Leonardo's Bistro Bar and McCoy's. The event, also supported by new arrival Port-Side Bistro, brings midweek live music to the waterside venues.

"We'll be putting on acoustic performers and perhaps some open mic nights," said Mark Duckett, who recently opened Port-Side Bistro.

"This will be our first summer here and we're looking forward to it...we will all benefit from working together."

Mark Bayston of McCoy's said Half Past the Weekend attracts city workers looking for quality food and good music whilst also showcasing Hull's musical talent.

"Weather permitting we will use our outdoor

area for the live performances – we were lucky most of the time last summer.

"We find it generates trade for all the places along Princes Dock Street because some people like to be right in front of the music and others prefer to leave it in the background."

Alison Marshall of Leonardo's said the success of Half Past the Weekend last summer led to regular music nights at their premises.

"We just carried on having music every Wednesday night throughout the Winter with some nights being particularly profitable" said Alison.

Hull BID is supporting Half Past the Weekend with a comprehensive marketing campaign along with promotion on [www.eatdrinkenjoy.co.uk](http://www.eatdrinkenjoy.co.uk)

Project Manager, Jennifer Marshall said

"It's being led very successfully by the independent businesses along Princes Dock Street and it's great that the national chains that recently arrived in Princes Quay are looking to get involved."

## Diamond Jubilee and Olympic Torch to pull in crowds

City centre traders could be in line for a double boost for business as The Queen's Diamond Jubilee and the Olympic Torch provide opportunities to pull in the crowds.



Among the activities planned for the Diamond Jubilee is a flotilla of 60 vessels organised by Hull Sailing Club. Yachts, motor boats and barges will sail from Hessle Foreshore to Hull Marina late afternoon on Monday 4 June, forming part of a four-day Bank Holiday weekend.

Events on Sunday 3 June include the Jane Tomlinson 10k run in the morning and a special Diamond Jubilee "Songs Of Praise" style service at Holy Trinity Church at 6.30pm.

The national Olympic Torch Relay will arrive in Hull on Monday 18 June, with the flame taking centre stage at an evening celebration in West Park.

Thousands are expected to turn out for the once-in-a-lifetime chance to glimpse the torch as it passes through Hull on the first day of its journey

through Yorkshire.

The torch will be carried through Kingswood, Bransholme and Sutton to Diadem roundabout. It will then pass along Holderness Road, through the city centre and along Anlaby Road to West Park.

The city centre route of Drypool Bridge, Alfred Gelder Street and Carr Lane will take the torch past a number of vantage points which will prove popular. Another factor likely to encourage people to stay in the city centre is road closures along the route.

"The whole relay is being timed right down to the minute, with the torch due in Carr Lane just before 7pm," said Kathryn Shillito, Hull BID City Centre Manager.

"Hull City Council and Humberside Police are experienced in organising such events with open top bus tours for our football and rugby clubs, and for the Torch Relay they will operate a programme of rolling road closures from about 5pm.

"As with the Jubilee celebrations it presents an opportunity for businesses. We hope that people working in the city who can't get to West Park will stay around, enjoy a meal and watch the Olympic Torch on its historic journey" said Kathryn.

[www.thediamondjubilee.org](http://www.thediamondjubilee.org)



Hull Gold



## Victoria's column

### Opportunity to make a difference

Amid all the reports in this latest newsletter about Hull BID's efforts to improve our city centre and deliver benefits to the business community, two elements stand out as being particularly significant. The first is our response to the BID Member survey which indicates a significant proportion of levy payers have little knowledge of the role of the BID. We are going to work harder to tell people what we do and to encourage them to become more involved. The second is our invitation to apply to sit on the BID Board. It is further evidence that we are delivering on our promises and providing more opportunities for businesses to have their say. The rest of the news items give a flavour of the BID's partnerships and activities – working with such organisations as Humberside Police and Hull City Council, with large and small private businesses, delivering projects that will help keep the city centre safe and clean, organising and supporting events that create a buzz of activity.

We don't exclude anybody. We will listen to everybody. And we hope very much that people will respond positively to the opportunities available and offer to help shape BID's work in the future.

**Victoria Jackson MBE**  
Hull BID Chairman

## HULL BID (Business Improvement District)

### NON EXECUTIVE BOARD DIRECTORS

Hull BID is seeking a number of new Non Executive Directors. The Hull BID Board consists of representative figures from both the private and public sector and meets bi-monthly to discuss the activities, management and progress of Hull BID. The position is unremunerated and operates on the basis of one or two three-year terms.

For more information about the role and responsibilities of a Director, telephone Kathryn Shillito Hull BID City Centre Manager on 01482 611889.

If you wish to apply, please write (including a CV) to The Secretary, Hull BID, 34-38 Beverley Road, Hull HU3 1YE by 30th April 2012.