

WELCOME ON BOARD: Chair Victoria Jackson with four of the five new Board Directors (LtoR) Steven Marsay of Debenhams, Lee Appleton of Prospect Centre, Guy Falkingham of Blueprint Marketing and Luc Perquin of Mercure Royal Hotel.



Photograph by Chris Oaten (www.oatenphotography.co.uk)

New faces welcomed onto Hull BID Board

Hull BID has announced the appointment of five new Non-Executive Directors to its Board.

The appointments follow a process of advertising and interviews and were confirmed at the beginning of June.

The new appointments are Lee Appleton, Centre Manager of the Prospect Shopping Centre, Guy Falkingham, Director of Hull-based Blueprint Marketing Limited in Hummer Street, Steven Marsay, Store Manager of Debenhams, Luc Perquin, General Manager of the Mercure Hull Royal Hotel and Tony Wilkes, Centre Manager of Princes Quay Shopping Centre.

The Board now comprises 15 members from public and private sector organisations within the Hull BID area. It holds bi-monthly meetings to discuss the activities, management and progress of Hull BID. The Directors offer their services free of charge.

Victoria Jackson MBE, the Chairman of the

Hull BID Board, said the new appointments have come at an important time.

"Following our recent survey of Hull BID businesses, we are re-defining our strategy and I am delighted that we will have some new people to play a part in that," said Victoria.

"Our new Directors bring plenty of experience and a variety of different skills. They are aware that there is much more to the role than just attending meetings, and that the post is unpaid. They all wanted to get involved as soon as possible, and that is exactly the sort of commitment we were looking for."

For a full list of Hull BID Board Directors, please visit the 'About Hull BID' section on the website www.hullbid.co.uk. If you would like to contact Chair Victoria Jackson please e-mail victoria@hullbid.co.uk. (For more news from Hull BID's Chair, see page 4.)

Yum! has the right recipe for a fun festival

The third annual Yum! Festival of Food & Drink will take place on Friday 20 and Saturday 21 July.

Yum! was launched in 2010 as a celebration of food and drink aimed at providing family fun and offering great local produce, cooking demonstrations by chefs from top local hotels and restaurants and street stalls selling food and other items.

The festival has increased footfall by around 30,000 each year and has become a firm favourite in the city's event calendar.

The centrepiece was a "Tasty Tent" housing everything from tempting cakes, spicy chutneys and delicious brownies to gourmet cheese, fabulous fruits and exotic tapas, all from local suppliers.

This year the focus of the event will move to Queen Victoria Square with activities extending along King Edward Street and Jameson Street.

Details can be found at www.yumfestival.co.uk



City centre retailers welcome new crime prevention package

Hull city centre businesses have welcomed a groundbreaking initiative by Hull BID which is helping them to cut retail crime.

The package includes free CCTV systems for shops and specialist training in techniques to handle potential offenders.

The thinking behind the project is that the installation of CCTV at the premises of 50 independent retailers will make potential thieves think twice before breaking the law.

If a crime is committed, the skills learned by the shop staff will help them work with Humberside Police to deal with low level offences and prevent people from progressing to more serious law-breaking.

The victims of crime will still have the option of pursuing legal action, but the hope is that the new approach will reduce shop theft and anti-social

behaviour in the long term by helping offenders to understand the problems they create.

The project was launched in partnership with Humberside Police and the Hull centre for Restorative Practice after Hull BID secured more than £45,000 of new funding from the Community Action Against Crime Innovation Fund.

Kathryn Shillito, Hull BID City Centre manager, said: "Retail staff will be equipped with the skills to deal with the sort of minor offences that they may currently be reluctant to report.

"It will help prevent re-offending, which in turn saves the businesses the time they spend going through the judicial system, but they will still have the support of the police if they need it, and particularly for more serious crimes and repeat offenders. The added benefit of a CCTV system will also help to create a greater sense of security and protection, particularly for lone workers."

Anthony Kettley, owner of Kathmandu, which sells jewellery and other gifts on Ferensway, said: "The CCTV will be a definite benefit and the

training will help us look after things efficiently."

Al Kilvington, Manager of the Gough & Davy music store in Paragon Street, Hull, said: "There is always someone working on this floor but we can all get distracted at times so CCTV will definitely help. The main reason we don't have it already is the cost so I'm very grateful to Hull BID.

CCTV STRIKES THE RIGHT NOTE:
Alan Kilvington from Gough & Davy.



Photograph by Chris Oaten (www.otenphotography.co.uk)

From Vanilla to Vanessa via some Savile Row style

TASTEFUL REFURBISHMENT: Vanilla on Ferensway.

The transformation of Hull city centre's food and drink scene is continuing with a rush of new attractions and revitalised old favourites.

From Vanilla in Ferensway to The Wilson at Hull Marina, pubs, cafe bars and restaurants are offering more upmarket options after major investment programmes.

Les Pooley opened Vanilla in 2008 and reopened again in May after a major refurbishment.

Les said: "We've stopped the counter service and we've got a more wide ranging menu. We've also put some booths in and there is much more of a bistro feel to the place."

The Wilson doubled its capacity by opening its al fresco dining area in May, creating another 50 seats and proving a big hit as the warm weather arrived.

Manager Vanessa Tomlinson said: "The fine weather really brought people out and a lot of the time we had more diners outside than inside, but at times we were completely full and that was



Photograph by Chris Oaten (www.otenphotography.co.uk)

great to see."

Garbo's Bar and Grill will open during July in Silver Street following a major refurbishment which has delivered a look and a style completely different from The Mint, which previously operated at the site.

Savile Row Cafe Bar in Savile Street is another venue that has been transformed, with owner Vicky Fraser replacing the windows, ceilings and floors and even taking a wall out to make more space.

Alan Murphy has continued his commitment to cask ales with the opening in Scale Lane of WM Hawkes. Alan already operates Walters and the Lion and Key and said the new venue will promote the area as a destination for quality beer.

He said: "We found when we opened the Lion and Key that it helped increase trade in Walters and we expect this to do the same for those pubs and for other bars in the area."

New arrivals shake up the city centre

SOUND MOVE: Darren Bamford's business The Audio Room plans to open in Savile Street.

National brands and new independents have been setting up shop in the centre of Hull as the city adds to its retail appeal.

Three new outlets have opened their doors in St Stephen's Shopping Centre, bringing new options to the food and drink sector.

The theme continues in Savile Street with the arrival of Shake It! – a buzzing new venue with a healthy take on fast food – and high-end home entertainment specialist The Audio Room.

Darren Bamford opened The Audio Room in Hedon 18 years ago and revealed the next step resulted from buying a pair of shoes!

"I was aware of the building on Savile Street but I didn't think it would be big enough," said Darren.

"But I was buying some shoes one day and Mark Read told me the place was probably bigger

than I thought, so I had a look and decided to move in.

"We're very sad to leave Hedon because it's a lovely shop but the new premises are perfect for our range of premium home entertainment equipment."

Clare Dundas opened Shake It! in Savile Street after being inspired by the Shakeaway empire, which has been creating a froth in the south since 1999.

She said: "We use natural flavouring and colourings in our milkshakes. In most of our mixes there's nothing artificial, it's fat-free, it's part of your five-a-day and the variety we offer is written on the wall to catch your attention."

The Real China Express has proved very popular since opening recently in St Stephen's Shopping Centre, where it has been joined by Krispy Kreme and Bagel Nash.

Centre Manager Jim Harris said: "The arrival of these businesses is part of a general increase and improvement in our food offer.



Photograph by Chris Oaten (www.otenphotography.co.uk)

"All three businesses are making a big difference, adding to the colour and attracting the interest of everybody who walks through the centre."

Heavy metal, acoustic sets and all that Jaz



Photograph by Chris Oaten (www.otenphotography.co.uk)

TAKING PART: Allen Slinger of Kings Bar, Ellie Burrell of Jaz Bar and Lee Kirman of Oscars Bar.

A music festival which was only launched in Hull last year has expanded into one of the biggest events in the city's entertainment calendar.

Hull Trinity Festival includes 16 pubs and cafe bars throughout the city centre, provide a platform for hundreds of local performers and deliver high quality live entertainment to thousands of music fans.

The event, beginning on Friday 27 July, will also be designed to benefit the wider city centre business community.

"Hull Trinity Festival is a great opportunity to celebrate local music," said Lee Kirman, Licensee

of Oscars Bar in Silver Street, Hull.

"It was a good event last year and it will be even better this year – much more diverse and with new attractions including a market and a busking competition that will help spread the benefits around the city centre."

Darren Bunting, Managing Director of sound equipment specialists Music HQ, will be looking after the acts at Jaz cafe bar and the Corn Exchange.

"There will be a lot of variety within those two venues and around the city centre generally," said Darren.

"At the Corn Exchange there will be Indie bands on The Friday, rock and metal on the Saturday and chilled-out acoustic sets on Sunday.

"Jaz will be a little different, with more acoustic, music throughout and an outdoor stage if the

weather is kind to us."

Kathryn Shillito, Hull BID City Centre Manager, said: "The festival was such a great success last year that we have put more money into promoting it this year.

"It is a great example of businesses joining forces with Hull BID by contributing their own time and importantly funding. The businesses themselves said it was one of the highlights of the year, with some bars reporting double the normal volume of trade. By extending it we hope to attract even more people and spread the benefits to more businesses and different sectors."

For more information, venues and act listings please visit www.ht-festival.co.uk, like us on [facebook /HullTrinityFestival](https://www.facebook.com/HullTrinityFestival) or follow us on [@hulltrinityfest](https://twitter.com/hulltrinityfest).



Radio campaign tunes in to toll cuts

Hull BID was on the right wavelength when it came to making the most of the reduction in Humber Bridge tolls.

A radio campaign on KCFM is targeting listeners in Hull and South of the Humber to entice them

to visit Hull city centre. Hull BID allocated money from the marketing budget as well as receiving support funding to run at 6 week advertising campaign which began in mid-June.

Kathryn Shillito said "When the Humber Bridge tolls were reduced we took advantage of a specific advertising offer to try and get more people over to Hull From the South Bank. We promoted some of the great things that Hull has to offer including the three indoor shopping centres, two Victorian Arcades and waterside dining. The campaign comes at just the right time and we hope families will opt to visit Hull city centre, particularly during the Summer holidays, when they hear there is so much on offer."

Winning start for landlord of White Horse

A new licensee has praised Hull BID for support in helping him to re-launch a city centre pub.

Gary Maw took over the White Horse in Carr Lane earlier this year with the aim of delivering all-round improvements.

Since then he has improved the drinks offer, added a food service and created a more comfortable indoor environment.

Hull BID helped by tackling the beer garden at the back of the building with a major clean-up project which included jet-washing, graffiti removal and smartening-up tables and benches.

Gary said: "The White Horse is a very different place now and we're getting a different type of customer."

The pub is still big on entertainment, with five TV screens, a surround-sound juke box, disco karaoke and a 4am weekend licence but Gary has also taken a broader view.

He said: "We now do home-made food and we have four cask ales on and things like that are attracting an older clientele during the day.

"The furniture is all new except for the Chesterfield which is 70 years old. We've got high quality tables and chairs and people find it much more comfortable.

"I didn't know what Hull BID was about when I took over but they cleaned the wall and jet-sprayed then started work on the tables and benches. They did a great job and hopefully we can do more together in the future."

WHITE HORSE: Gary Maw and staff



Photograph by Chris Oaten (www.otenphotography.co.uk)



Town Team aiming to build on funding success

Hull BID is continuing its work with Hull City Council and other organisations to bring improvements to Whitefriargate and the wider Old Town area.

The partnership is bidding for Government cash as part of the second round of Portas Pilot projects and has already secured money from the High Street Innovation Fund and built on the concept of the Town Team.

Hull's Town Team, which incorporates Hull BID, began exploring ideas to improve key areas even before the Portas Pilot scheme was announced.

The partners subsequently made Whitefriargate the focus of the bid for funds and will continue to target the area in spite of having missed out on the first round.

Jon Pywell, the City Council's Assistant Head of Service: Economic Development and Regeneration, said the disappointment has already been forgotten.

He said: "The Town Team who put the bid together has used the opportunity to shape further initiatives to develop Whitefriargate and the Old Town and has received £100 000 from the government's High Street Innovation Fund, which provided a welcome resource to continue the work we were already doing.

"The momentum gained provides an excellent opportunity to work collectively to continue to develop one of the city centres most important assets. The Government has announced that there will be a further round of funding due to the high quality of the 371 bids submitted. The team is looking forward its bid being successful."

Kathryn Shillito added: "The important thing is that we had already started our work before the Portas Review came along.

"It was disappointing to miss out but the strength of the partnership is such that we have already made great progress by securing other funding and by bringing together organisations and ideas that can really make a difference to our city."

Feedback shows Fashion Week fits perfectly

Hull BID's latest Fashion Week has been rated as the biggest and best so far according to feedback from participants and the public.

Hull BID City Centre Manager Kathryn Shillito said the event, held during the first week of May, once again proved the benefits of attracting crowds into the city centre.

Chole Heywood of Hull Clothes Swap said it was the biggest event they had ever held. Beasley's Clothing described the last day, the day of the grand finale in Holy Trinity Church, as a "top day" and said they had a "great time."

Nearly 80 per cent of people surveyed said they had specifically come into the city centre to visit Fashion Week. Nearly 70 per cent said they would be very likely to attend a similar event next year.

More than 90 per cent of people interviewed said they thought Holy Trinity Church was excellent or good as a venue, and Kathryn agreed.

She said: "It was totally unique and lent itself very well to hosting a catwalk show, an indoor market plus a popular Clothes Swap event.

"We were delighted to incorporate many BID area retailers who showcased their latest fashions. We anticipated the event would be successful because it was so different, and were delighted to see the church full of visitors from the moment it opened its doors.

CAPITAL ATTRACTION: Capital FM DJ JoJo on the catwalk in Holy Trinity Church.



Photograph by Chris Oaten (www.otenphotography.co.uk)

"It was also great to see many of the surrounding businesses benefitting from the extra footfall coming to this part of the city. The cafe bars were positively buzzing. We counted 49,000 extra visitors to the city centre from the previous Saturday, but numbers were also up on last year's event by around 24,000.

"All in all it was a very successful Fashion Week Finale that raised the profile of participating businesses whilst demonstrating that Hull can host unique events that increase visitor numbers."



Victoria's column

Exciting times for our city and area

We have had much to celebrate as businesses in the city centre have made the most of opportunities provided by the Diamond Jubilee events and by the arrival in Hull of the Olympic Torch.

Going forward there is certainly cause for continuing optimism as we are able to report on new activities, new businesses and new Hull BID Directors.

The appointment of five Directors brings the board up to full strength. Four are employed by major national concerns and one runs his own business. That they all give their time freely is evidence of the commitment of key organisations and individuals to developing and improving our city.

The investment by individual businesses, many of which are local and independent, in launching new ventures is a sign of entrepreneurship and confidence within our own community.

Added to this we can look forward to the event season, with the Yum! Festival of Food and Drink closely followed by an expanded Hull Trinity Festival, and all building up to the Freedom Festival in September.

Feedback from Hull BID Fashion Week makes it clear that such events are important in generating trade for our city centre businesses. Responses from the CCTV and restorative practice project indicate the importance of Hull BID's work in enhancing the sense of safety among all concerned.

Victoria Jackson MBE
Hull BID Chairman

Send us your stories

The Hull BID newsletter is distributed free of charge to every business within Hull city centre. If you have a news item which you would like us to consider for publication in the newsletter or on the Hull BID website please send it to us at info@hullbid.co.uk