

BID HOTLINE **611888**

## Newsletter

# BID backs businesses with biggest Christmas campaign



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PULLING TOGETHER: Hull BID will be supporting retailers with a comprehensive Christmas campaign.

## Hull BID backs city centre businesses with its biggest ever Christmas advertising and media campaign.

**T**housands of pounds will be invested with local and regional media to entice visitors from near and far to shop in Hull city centre in the run up to the festive season. A dedicated Christmas website will also enable city centre partners to promote their own programme of festive activities.

The BID promotional package will target newspapers and magazines, and will also embrace television and radio. Social media outlets will be harnessed as BID, supported by some of the city's biggest retailers, encourages people to shop locally.

Hull BID City Centre Manager Kathryn Shillito said the investment follows the decision to focus on a marketing and advertising route, rather than an

activity based campaign which may conflict with other similar activity already planned, commencing on Thursday 22nd November with Hull City Council's Lights Switch on.

In addition to this, BID hope to commit funds for extra festive lighting in certain areas of the city where currently there is no provision. "We will be consulting with our BID members to look at installing lights in retail areas where there are currently none to make it more festive."

"Our overall aim this year will be to commit BID's resources to market the city effectively and reach a much wider audience as a result."

The new approach has been welcomed by the retail community. Jim Harris, Centre Manager of St Stephen's said:

"At a time when it costs £50 to fill even a small car with petrol, it makes sense to shop locally."

Steven Marsay, Store Manager of the new-look Debenhams, added: "Our store has been completely modernised and that will kick-start our Christmas campaign."

Lee Appleton, Centre Manager of the Prospect Centre, said: "It's the most important time of the year for the retail sector. We need to come up with different ideas to capture the public's imagination so that is what we are going to do."

The programme of city centre Christmas events and activity will be launching shortly, please visit [www.christmasinhull.co.uk](http://www.christmasinhull.co.uk)

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## Retailers ready for Christmas countdown

City centre businesses are putting the finishing touches to their plans for the festive season.



STOCKING FILLERS: Sweets at Treat Box.

Steven Marsay, Manager of Debenhams, said: "We will deliver the most compelling offer we can with outstanding presentation and customer service, and premium brands and products."

Lee Appleton, Centre Manager of the Prospect Centre, said the Santa's World attraction will open in The Atrium on the weekends of 8 and 9 December and 15 and 16 December and then for the entire week up to Christmas Eve.

"We will be making full use of The Atrium, with numerous different events. It has given us a blank canvas and we will make the most of that," said Lee.

Rob Bradley, Deputy Centre Manager at Princes Quay Shopping Centre, said: "We will have the Christmas Grotto, which will be even bigger and better this year, and there will be new stores opening in the run-up to Christmas."

Jim Harris, Centre Manager of St Stephen's Shopping Centre, said: "We are fully let this Christmas and will be promoting late-night shopping, Sunday shopping and all the great things we have in Hull."

"Hull has got great car parks, great service and

a great range of shops. We have some great products and we will be very sharp on prices."

Matt Cunnah plans to unveil some secret festive recipes at Hull Pie in Trinity House Lane.

He said: "We specialise in coming up with new ideas for special occasions and our customers can rely on us to deliver something unique for Christmas."

That's Entertainment, which opened in King Edward Street, Hull during the summer, will develop the themes of some of the big Christmas DVD releases.

Phil Rogers, Manager of the store, said: "We created 10 jobs when we opened and we expect to create four more in the build-up to Christmas. We've got some great releases which we may even get the team to dress up for!"

Treat Box in Carr Lane, Hull, is offering pick-and-mix on a grand scale.

Owner Les Hornby said: "We can make up hampers from anything in the shop and we can package them for individuals, families, anything. A good place to start looking is at [www.treat-box.co.uk](http://www.treat-box.co.uk)"

## Second helping planned for Hull BID dine brochure

A Hull BID publication aimed at raising awareness of the city's best places to eat is to be re-printed.

The Hull BID dine brochure, entitled "Eat, Drink, Enjoy", was first published last year. Hotels, restaurants and cafe bars throughout the BID area were offered the opportunity to promote their cuisine free of charge and the brochure was distributed as a hard copy and online at [www.eatdrinkenjoy.co.uk](http://www.eatdrinkenjoy.co.uk)

The print run of 20,000 was snapped up from hotel receptions, the Tourist Information Centre

and the venues themselves and Hull BID City Centre Manager Kathryn Shillito took the decision to repeat the project.

Kathryn said: "The reason for launching the brochure was to address the perception that the BID area lacked quality venues for people to eat and drink.

"Our research indicated that people were happy to come into the city centre to dine, but they weren't sure where to go. The diversity we have in quality hotels, restaurants and cafe bars had to be promoted more effectively."

Among the 10 new venues to be featured is Port-Side Bistro, which opened earlier this year in Princes Dock Street.

Owner Mark Duckett said: "We weren't here last year so we missed out on the brochure, but we've had some rave reviews on Trip Advisor and other websites and the brochure will help us build on that. It's a great initiative by Hull BID."

Cerutti's, which is in Nelson Street and has

operated since 1974, was featured in the first edition and Head Chef Tim Bell said the response was very positive.

"We get a lot of recommendations from hotels and we know the publication of the brochure last year brought a lot of people through our door," he said.



MORE PLEASE: The Hull BID Dine Brochure.

## Debenhams refurbishment will add to city centre's pulling power

One of Hull's biggest department stores has marked its 50th anniversary with a major modernisation programme.

The project represents significant investment by Debenhams and establishes the store as a pioneer in its UK network.

"We are bringing in premium brands and everything is bang up to date," said Steven Marsay, Manager of the store.

"This store has the most up-to-date shop-fittings that Debenhams has on every single brand. Estee Lauder was the first display of its kind in the country when it opened in July."

Steven is in his second spell at the Hull store. He left six years ago to manage the store at the White Rose Shopping Centre in Leeds and returned last year to oversee the modernisation programme.

"The customers have been amazed by what they are getting as part of the modernisation," he said.

"When you look at what we have done over 110,000 square feet you realise what we have got. It's the type of store you will find in all the premium shopping centres and city centres."

Kathryn Shillito, Hull BID City Centre Manager, said: "This investment shows that Debenhams share our confidence in our city centre.

"We've been looking forward to the modernisation programme since it was announced last year. I have no doubt that it will benefit other businesses by attracting more people into the city centre."



SMELL OF SUCCESS: The cosmetics department at Debenhams.



# City centre crime figures down as radio system expands



IN TOUCH: The Hull BID radio system is helping to cut crime. Photograph: Chris Oaten (www.otenphotography.co.uk)

## Theft from shops in Hull city centre is in decline, according to the latest figures for the BID area.

Humberside Police statistics show that the number of thefts from shops in the BID area for the first eight months of this year was 427 compared with 565 for the same period last year.

The number of incidents of criminal damage fell to 75 – half the figure for January to August in 2011.

The number of thefts from people in the BID area fell from 65 to 54. The total number of crimes reported during the period was down from 817 last year to 593.

Inspector Lee Edwards of the Riverside Neighbourhood Policing Team said the success is down to a number of factors, including the Hull BID radio system.

Under the system, businesses pay a one-off

charge to receive a radio. As a result of recent investment by Hull BID a further 15 radios are available for loan to businesses.

"The additional investment is another example of Hull BID working to protect its members," said Lee.

"The radio service is a real asset in the fight against crime. People should still contact us if they need help with an emergency or non-emergency, but this does provide another option."

Kathryn Shillito, Hull BID City Centre Manager, added: "By expanding the radio system we aim to make the equipment available to businesses on a short-term basis so they can try before they buy. Compared with other retail radio services which also charge an annual administration fee as opposed to our one-off charge, it represents excellent value."

To receive updates on city centre statistics please contact Hull BID on [01482 611888](tel:01482611888) or e-mail [info@hullbid.co.uk](mailto:info@hullbid.co.uk). Alternatively check out the website [www.hullbid.co.uk](http://www.hullbid.co.uk).

# Festivals pull in the crowds

## Hull's summer of festivals provided a boost for business by attracting thousands of people into the city centre.

Fashion Week, the Yum! Festival of Food and Drink and the Hull Trinity Festival – all organised by Hull BID – showed big increases in the footfall figures for key areas of the city centre.

In addition Hull BID supported a wide range of other events and festivals including Humber Street Sesh, Hull Civic Society's Heritage Open Days and the University of Hull's graduation ceremonies.

Footfall during Hull BID Fashion Week at the

beginning of May was more than 100,000 higher than during the previous week, with an increase of more than 22,000 on the Saturday – the day of the finale.

The Yum! Festival of Food and Drink showed footfall increase year on year, and the move to Queen Victoria Square proved a big success. Numbers for King Edward Street were up to 63,520 compared with 45,456 for the previous week and 38,329 up on the 2011 event.

Hull Trinity Festival brought live music to 16 bars in the Old Town the weekend after the Yum! Festival, its dedicated website attracting 6,600 unique visits in the month of July alone and generated more business for licensees – and for Holy Trinity Church.

Lee Kirman of Oscars said: "Our business was up by about 30 per cent over the weekend and it was great to see the Old Town buzzing. Holy Trinity Church had record visitor figures for the Saturday when we had the final of the busking competition in the churchyard."

Kathryn Shillito, Hull BID City Centre Manager, said: "Humber Street Sesh drew in 15,000 visitors, the Graduation Celebrations attracted an additional 8,000 visitors into the city centre and Heritage Open Days brought in another 10,000. It all adds up to increased opportunities for city centre businesses."



DOMINIC HOOK: local artist performs at Hull Trinity Festival Photograph: Chris Oaten (www.otenphotography.co.uk)

SUPPORT OFFICERS: Mark Andrews (right) and Raich Orr working in partnership with Hull City Council. Photograph: Chris Oaten (www.otenphotography.co.uk)

# Retailers rally against nuisance behaviour

## Efforts to combat anti social behaviour in Hull city centre are paying off thanks to a partnership between Hull BID's Support Officers and Hull City Council's Neighbourhood Nuisance Anti-Social Behaviour Team.

Retailers are also playing a key part, according to Team Leader Graham Paddock.

Graham revealed that during the first half of 2012 the Team's efforts resulted in four ASBOs being issued.

The Team, which includes two Anti-Social Behaviour Officers, also agreed an Acceptable Behaviour Contract with an individual who was causing problems in the city centre.

In addition they supported Humberside Police and British Transport Police by visiting schools, and they sent more than 50 letters to individuals involved in alcohol-related nuisance.

Graham said: "We engage with shops and businesses in the city centre to tackle nuisance behaviour and we have formed excellent working relationships with retailers."



Kathryn Shillito, Hull BID City Centre Manager, added: "Hull BID continues to work very closely with the Neighbourhood Nuisance Anti-Social Behaviour Team.

"There have been some real successes as a result of the close communication between our BID Support Officers who deal directly with anti-social behaviour issues that are raised by our member businesses, and the Team."



## Festival backdrop for Purple Flag visitors

Hull's hugely successful Freedom Festival provided the backdrop for the city's bid for Purple Flag status, which symbolises the safety, quality and diversity of a city centre's evening economy.

Inspectors from the Association of Town Centre Management (ATCM), who award the standard, visited Hull city centre on the evening of Saturday 8 September.

They were accompanied on their tour by representatives of the organisations who are working jointly to secure the accreditation, including Hull BID, Humberside Police, Hull City Council, Hull Citysafe and the Primary Care Trust. Kathryn Shillito, Hull BID City Centre Manager,

said local businesses had worked hard to give the city every chance of success.

"In some ways it was a bit of a gamble being inspected on the weekend of the Freedom Festival when thousands would descend on the city," said Kathryn.

"But there was so much activity that the inspectors couldn't fail to have been impressed. The city was buzzing and there were no major problems at all. That doesn't mean we are over-confident though because the inspectors have their own strict criteria and we will await their decision"

"The assessment route extended across all areas of the city centre's entertainment offer. It was a fantastic effort by all the stakeholders and the accompanying party felt that during the inspection the city was showcased exceptionally well. It really was safe, clean and vibrant."

GARBO'S: A new venue in the Old Town.

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



## Garbo's gears up for business clients

The people behind the transformation of one of the city centre's most well-established entertainment venues turned to Hull BID when the time came to unveil their new look.

Kathryn Shillito, Hull BID City Centre Manager, helped organise a launch evening and drew up a guest list of key people from the Old Town business community to put Garbo's Bar and Grill firmly on the map as a destination for business lunch and dinner engagements.

The building which houses Garbo's, on the corner of Silver Street and Lowgate, was well known as The Mint and its popularity dates back more than 30 years to the days of the Pecan pizzeria. But

the new venture is completely different and follows a refurbishment which extended to re-building works.

Owner Karl Jeffrey said: "It is completely unrecognisable from The Mint. There is a much more luxurious feel to the building now.

"The offer is also completely different, with much more emphasis on food and on looking after the needs of the local business community. So when the time came to invite local businesses to show off our newly-refurbished venue, there was no one better to help us put the guest list together than Hull BID."

Kathryn added: "The outcome of the improvements really is stunning and we were more than happy to help Karl spread the word.

"Garbo's is a great addition to the Old Town eating and drinking scene which offers a good deal of variety. The launch event was a great success and we were able to use our contacts to attract a wide range of influential people, from the legal and financial sectors to the team at Holy Trinity Church."

For more information about Garbo's, including opening times and menus, please visit [www.garboshull.co.uk](http://www.garboshull.co.uk).



## Victoria's column

### Profit in partnerships

Christmas is coming and, as many Hull BID businesses have pointed out, that means the most important time of the year for the retail sector. It is encouraging therefore to see large and small retailers working together to promote Hull and to ensure that our city centre has a compelling offer based on quality, price and service.

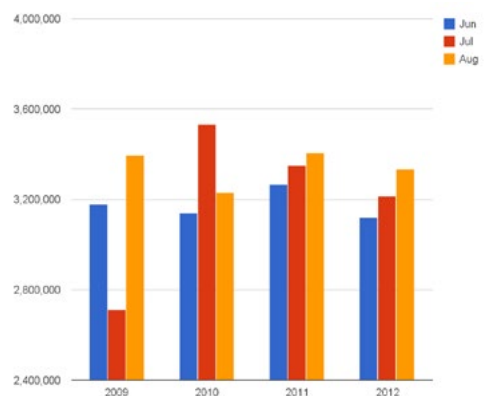
The same applies to the leisure sector, where businesses have worked with Hull BID, Hull City Council and other organisations to deliver a fantastic festival season. That culminated in another memorable Freedom Festival, which unfolded magnificently as the Purple Flag assessors conducted their inspection of Hull's evening economy.

The assessors were clearly impressed by the spectacle which our city delivered and by the relaxed atmosphere.

Whatever the outcome of the inspection, city centre businesses have shown repeatedly this year what can be achieved by working together. Hopefully that approach will keep their tills ringing this Christmas.

**Victoria Jackson MBE**  
Hull BID Chairman

## Footfall across the city centre



For more footfall and other statistics please visit [www.hullbid.co.uk/resources](http://www.hullbid.co.uk/resources). Alternatively contact the Hull BID team on 01482 611888 or via e-mail [info@hullbid.co.uk](mailto:info@hullbid.co.uk).