

Q1Report

Jim steps in as new BID Chairman



Victoria Jackson MBE hands over to new HullBID Chair Jim Harris

Q1 April – June 2013

BID HOTLINE 611888

Kathryn Shillito
City Centre Manager
611889
kathryn@hullbid.co.uk

Alana Ennis
Projects and Events Manager
611802
alana@hullbid.co.uk

Jim Harris, the Manager of St Stephen's Shopping Centre, has been appointed as the new Chairman of HullBID.

Jim succeeds Victoria Jackson MBE, who will remain on the HullBID Board.

Victoria, whose business interests include Kingston Recruitment Limited which she founded nearly 28 years ago, was appointed as Chair late in 2009 and guided HullBID through a successful renewal ballot nearly 18 months ago. Last year she led the BID and its partners to the coveted Purple Flag status.

Victoria said: "The strength of our partnerships continues to help HullBID deliver many benefits for businesses, but as we embark on an exciting programme of events it is the right time for me to step down and support Jim, who is an excellent choice."

Jim joined the HullBID Board soon after arriving in the city in 2009 to manage St Stephen's. He is highly-respected as a member of the Council of the Hull and Humber Chamber of Commerce and as a prominent member of the Bondholders.

He said: "I am well aware of the pressure facing city centre businesses and I intend to work to build on the considerable achievements of Victoria and the success so far of HullBID to help make it even stronger.

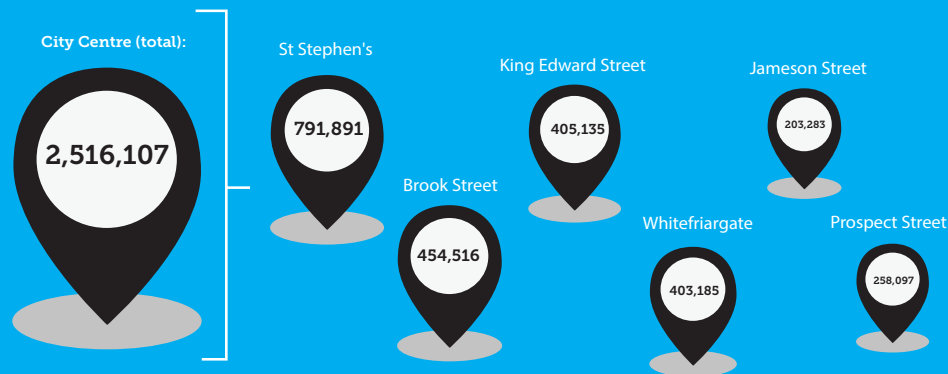
"We want to make Hull more attractive to external visitors and also to the BID businesses, because they are the people who fund what we do and they want to know what they are getting for their money.

"The BID Board is business-led and we operate purely for the good of city centre businesses."

Stats Jan- March 2013

- 139 graffiti tags removed
- 44 business liaison visits
- 9 HullBID radios distributed
- 4 CCTV cameras installed

Footfall (February 2013)



All information is correct at time of print but may be subject to change.

Financial report

The HullBID financial year commences on the 1st October and runs until the 31st September. We anticipate the collection of the levy to generate approximately £480k. We also draw in additional support and funds which are reinvested into projects and activity. In the 2011/12 financial year this amounted to around £100k and we hope to repeat this success in the 2012/13 year.

For the period 1 April until 30 June 2013, our estimated overall expenditure will equate to approximately £120k.

As well as covering the static costs including payroll and rent, this funding will predominantly be spent on keeping the city safe, clean and with lots of activity planned.

A SNAPSHOT OF WHERE SOME OF THE MONEY GOES (April-June)

We will continue to invest highly in safety and security amounting to around £29k. Typical costs are for the HullBID Support Officers – our eyes and ears on the city streets – as well as additional hours by the PCSOs and providing our members with CCTV kits and radio handsets (subject to meeting criteria).

Our events budget is approximately £40k for this period which includes the return of HullBID Fashion Week in April/May which is an opportunity for BID fashion & beauty retailers to get involved at no cost. Our evening economy investment also represents around £3.5k which will see live music performed in and around the city.

We will continue to remove graffiti and jet-spray designated areas, as well as providing a cleaning service. This expenditure will amount to around £13k.

- Note: At the time of writing the above is subject to change. A full breakdown of expenditure will be provided to our members in the form of an annual financial update due in May/June 2013

Finance Committee Members

Dr Ian Kelly
Lee Appleton
George Tambaros

Featured new businesses



Fruit Trade Music joins HullBID

Fruit Trade Music is a brand new recording studio opened by Mikey Scott in a former fruit market warehouse. The aim is to nurture talent from the Hull area and beyond in sound and equipment engineering, event production, marketing, design, technical repair, retail and more – as well as performance.

The facility is a first for the region – a recording studio where the viewing gallery is the street outside. Also on the ground floor is a practice room, and upstairs are two tuition rooms and a relaxation area.

Fruit Trade Music: 69 Humber Street, **Tel** 01482 213777, **Email** mikey@fruittrademusic.com
Website www.fruittrademusic.com



Something Special joins HullBID

A former photography studio is looking picture perfect after opening as the new home for dedicated weddings business Something Special.

Jane Nixon, who launched the business more than seven years ago, relocated to Brook Street just before Christmas.

Jane said: "I wanted to be in the city centre and this is just right, great for public transport, right next to Debenhams and with big display windows."

"We have a website but when it comes to something like a wedding people really need to see things up close."

Something Special: 26–30 Brook Street, **Tel** 01482 214197, **Email** jane@somethingspecialhull.co.uk
Website www.somethingspecialhull.co.uk

Other new members

Ye Olde Corn Exchange

Adam and Helen Scruton are offering real ales and home-made food in a traditional setting after taking over at Ye Olde Corn Exchange in Lowgate. Live music is also on the agenda. **Tel** 01482 214667

Hair @ Quayside

After 15 years at other salons Kelly O'Neill has launched Hair@Quayside with Jodie Harding at 24 Princes Dock Street. Open Tuesday to Saturday 10am until 6.30pm. **Tel** 01482 213157, **email** hairatquayside@hotmail.co.uk or look them up on Facebook.

Yorkshire Linen Company

Manager Jane Yates heads a team of nine at Yorkshire Linen Company's new shop in King Edward Street. They offer a full range of household textiles from 9am until 5.30pm Monday to Saturday and 10.30am until 3.30pm on Sundays. **Tel** 01482 215985, **website** www.yorkshirelinen.com

JM Sports

"The professionals turn to us" is the proud claim of the team at JM Sports, which opened at the beginning of March in Savile Street. Stock includes essential kit for a wide range of sports, plus fitness equipment. Open 10am until 5pm Monday to Saturday. **Tel** 01482 217110, **Email** sales@jmsports.co.uk **Website** www.jmsports.co.uk

Would you like to share some good news? Call Alana on 611802 or email alana@hullbid.co.uk.

We communicate



Communication update

HullBID is stepping up its communications activity under the guidance of board members Guy Falkingham (Blueprint Marketing Limited), Victoria Jackson MBE (Kingston Recruitment Limited) and Luc Perquin (Mercure Hull Royal Hotel).

This new-look newsletter is part of that process, as is the revamped HullBID website. We're also doing more with social media via the @HullBID Twitter profile and we're getting out and about with monthly surgeries by Jennifer Marshall,

a number of properties, have long experience of working in Hull.

Tony (second left) as Centre Manager at Princes Quay Shopping Centre, is in close contact with all of his tenants. As a former BID Chairman in Swindon he is also very experienced when it comes to partnership working.

Their role is to lead HullBID's efforts to build the networks which will benefit city centre businesses, and to come up with the innovations – from large events to small changes – that will make a difference. We will work with these networks to share knowledge and pool business development initiatives. The regular Retail Group Meetings are still proving increasingly popular and are a great forum for presenting new ideas.



Assistant Head of Economic Development and Regeneration at Hull City Council.

Their job is to plan and manage events such as Fashion Week, Hull Trinity Festival and the Yum! Festival of Food and Drink, all of which are proven to increase footfall in the city centre – because if people attend those events they are more likely to spend in your businesses.

They also work closely with businesses to ensure that you know what sort of events are coming up and how to make the most of the opportunities they present.

Setting up and leading an 'Evening Economy' working group is next on our agenda. This will help us create robust plans for the evening economy and see us bringing together key people and partners to engage and improve our night time offering.

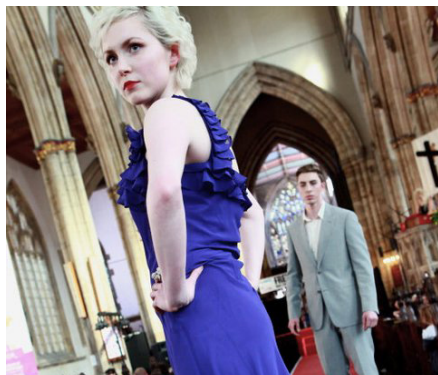
We innovate

Innovation update

As prominent city centre businessmen, HullBID board members Steven Marsay, George Tambaros and Tony Wilkes are tasked with making sure that we take an innovative approach to supporting our members.

Steven, the Store Manager of Debenhams, and George, who owned The Omelette restaurant for many years and whose current interests include

We promote



We collaborate

Collaboration update

With a permanent staff of just six working on behalf of more than 750 businesses, it is vital that HullBID takes a partnership approach to everything it does.

That's how we attract additional investment into the city, it's how we secured Purple Flag accreditation and it's why we are able to help city centre businesses in their dealings with statutory bodies and local authorities.

Our key board members in this area are Dr Ian Kelly, Chief Executive of the Hull and Humber Chamber of Commerce and Steve Trynka, Senior Partner at Rollits Solicitors.

We also have strong links with Hull City Council and with the NHS in Hull. It adds up to a comprehensive network of contacts who can help us to guide our members through bureaucracy and business issues.

In addition to achieving Purple Flag status our partnerships are working with businesses to drive the regeneration of areas such as Whitefriargate, Trinity Square, Paragon Square, Hull Marina and Humber Street.

They also ensure that HullBID and its businesses have a strong voice with our elected representatives in local and national government.



Q1News

New platform for fashion week



New platform for HullBID Fashion Week

HullBID is on track for its most successful fashion week yet after revealing plans to use one of the city's iconic buildings for its 2013 finale.

The highlight of HullBID Fashion Week, which for the past two years has attracted thousands of visitors to Holy Trinity Church, will this year take place at Hull Paragon Station and the transport interchange.

The move promises to create an electric atmosphere fuelled by the estimated 30,000 people who pass through the building every day as well as the fashion fans who make a special trip to enjoy the event.

Other activities organised by HullBID and its partners among the city's large and small retailers will ensure the fashion week buzz

extends throughout the city centre, with catwalk style flash-mobs swooping on the shopping centres, fundraising bikers revving up to collect cash for charity and live mannequins lining up alongside the dummies in display windows.

There will be an event to give students from local schools the chance to work alongside fashion professionals, a fashion business breakfast at Hull Truck Theatre and a Fashion Through the Ages celebration at the Hull History Centre. Preliminary events will take place from Saturday 20 April and the HullBID Fashion Week will begin in full on Monday 29 April, culminating in the finale from 11am until 4pm on Saturday 4 May at Hull Paragon Interchange.

Kathryn Shillito, HullBID City Centre Manager, said: "Holy Trinity Church has been a fantastic

venue for our finale for the last two years but we are always looking for new ideas and the move to the interchange will add a whole new dimension.

"With such heavy footfall in that part of the city we really are taking HullBID Fashion Week to the people, but we will make sure as ever that there are plenty of events elsewhere to embrace our three shopping centres, our major retailers and our independent fashion outlets who bring so much to the occasion."

David Hatfield, Station Manager for First TransPennine Express, added: "We are working with HullBID to identify the precise locations around the interchange for the finale but this is an iconic building and it has great potential for an event like this."

Do you have a story you'd like to share?

For more information about how to share your news or ideas, email alana@hullbid.co.uk or call on 611802.

www.hullbid.co.uk

News

REYTAs recognition for Trinity Festival

A music festival which brought together 16 pubs and café bars in Hull city centre was recognised as one of the top tourist events in the region at the Remarkable East Yorkshire Tourism Awards (REYTAs).

Hull Trinity Festival was among the finalists for the awards, which were presented in March.

Paul Vinsen, the REYTAs co-ordinator for Visit Hull and East Yorkshire (VHEY), said: "There is great variety among the events and that is very important because we don't want everything to be the same.

"What Hull Trinity Festival gave us was something different again. It was unlike any of the other entries, and the fact that it reached the final of the Remarkable Event category is an indication of the quality."

The winner in the category was the Beverley Festival of Christmas. Kathryn Shillito, HullBID City Centre Manager, said: "Hull Trinity Festival is a relatively new event so to be shortlisted along with something like Beverley Festival of Christmas shows how well it is progressing.

"It was a terrific event which brought a great variety of Old Town businesses together and promoted local musical talent for the benefit of all concerned."

Watch out for details of this year's festival, which will take place during the summer .



Marion Owen

A city centre travel business which sends thousands of people on journeys around the world reaches a milestone of its own this year.

Marion Owen Travel will have clocked up 20 years in June. Marion herself had 14 years' experience before she set up the business, and there are not many places she hasn't been.

"I haven't been to Japan, Korea or Taiwan. They just haven't happened for me yet," said Marion, who heads a team of four people.

Marion began her career with Thomas Cook, before becoming assistant manager of the AA Travel Hull office and then progressing to manager of the business.

Her current business in Portland Street, Hull, was launched in June 1993 and has a database of more than 2,000 clients.

Cruises account for about half of the business. Other areas include tailor-made holidays and group departures to far-flung destinations, with UK and European coach tours now a significant part of the business.

"I always say you don't go on holiday to endure something that is worse than your surroundings at home," said Marion.

Website www.marionowentravel.com



Six-figure sum backs business

HullBID is investing worth more than £120,000 in its own events and partner projects in its current financial year.

Evidence suggests the funds will trigger additional spend by businesses themselves as partners work together to promote Hull's growing reputation as a vibrant city, which is increasingly attractive to visitors and investors.

Kathryn Shillito, the HullBID City Centre Manager, said the investment is part of a stronger focus of developing a programme of marketing and events to promote the city centre locally and regionally.

The strategy will build on the success of achieving the Purple Flag award, it will deliver a series of festivals based on fashion, food and music and it will continue into BID's next financial year with a Christmas campaign which is already at the planning stage.

Kathryn said: "HullBID is still working hard to keep the streets of our city centre safe and

clean. Indeed, along with partners including Hull City Council, Humberside Police and the NHS, we were recognised for our achievements with the Purple Flag award.

"But that award also reflects the work that goes into making Hull city centre a vibrant place for people to visit, with high quality year-round festivals and partnership work with licensed premises and entertainment venues to improve our evening economy.

"Our Christmas campaign for 2012 marked a shift in HullBID's strategy. Instead of spending money on adding to the array of activities in the city we decided to invest in marketing the city as a destination whilst promoting what our member businesses and other partners were doing.

"We have received very positive feedback about the Christmas campaign from city centre businesses who welcomed the fact that their own investment was being supported by HullBID.

"We anticipate a similar success story with our other events, for example the Hull Trinity Festival last year saw city centre licensees investing in local musical talent. So, while HullBID is spending £120,000 on events to attract people into the city centre the real value is far higher."

News

Church lighting project complete

A long-running project to illuminate Hull's historic Holy Trinity Church was completed with an official switch-on by the partners behind the venture.

HullBID was at the centre of the scheme coordinating the involvement of the Church, Hull City Council and the Diocese of York.

The project arose from a discussion in 2010 between the Archbishop of York, Dr John Sentamu, and Dr Ian Kelly, Chief Executive of the Hull and Humber Chamber of Commerce.

HullBID City Centre Manager Kathryn Shillito then picked up the idea with with Rev Dr Neal Barnes, Vicar of Holy Trinity Church.

Kathryn said: "The project has taken a long time but I'm sure all involved would agree it's been a worthwhile effort."

Rev Barnes added: "I am absolutely delighted and I am very grateful to HullBID and Hull City Council for making this happen.

"It is a beautiful building and a place where things are happening, with Trinity Square alive with people and festivals and the market."

Lord Mayor and Admiral of the Humber, Councillor Danny Brown said: "I am delighted Holy Trinity Church is now being shown off to its full potential with the installation of the floodlights. It brings further appeal to the developing Old Town of the city."



Strong support for jobs fair

A training and employability provider hailed the success of the first in a series of jobs fairs as it also celebrated the first anniversary of its office in Hull.

Intraining received positive feedback from employers and jobseekers after the first of the events held at its training and development centre in Prospect Street.

Plans are now coming together for future events, which will take place on the third Wednesday of every second month from 17 April.

"The jobs fair went really well and we were delighted because it was the first one we have organised," said Louise Fergusson, Employment Engagement Consultant at Intraining's Hull office.

"We had a very good turnout from employers and there was a lot of interest amongst our clients."

Intraining has helped more than 30 businesses in Hull to benefit from the government's Wage Incentive Scheme since opening its new centre in March last year.

The company, which invested £250,000 in its Hull centre, employs around 40 staff locally to offer an all-inclusive training and development service across consulting, managed services, employability and workforce development.



Chair's statement

As reflected in our new-look newsletter, this is an exciting time to become the new Chairman of HullBID.

This special edition shows how hard the HullBID team, our partners and our businesses have been working to improve our city centre.

We've got some great stories of investment and achievement, and as Chairman I want to do everything I can to build on those.

Your HullBID

Q How is HullBID funded?

A HullBID is funded via an additional mandatory levy equivalent to 1% of the rateable value of a business premises. The levy is collected on behalf of HullBID by Hull City Council who send out an annual invoice.

The HullBID team

To find out about our board directors, visit www.hullbid.co.uk



Kathryn Shillito
City Centre Manager

01482 611889
kathryn@hullbid.co.uk



Alana Ennis
Projects and Events Manager

01482 611802
alana@hullbid.co.uk



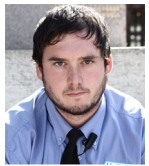
Jennifer Marshall
Business Liaison Officer

07889 720625
jennifer@hullbid.co.uk



Mark Andrews
Senior Support Officer

07715 105989
mark@hullbid.co.uk



Raich Orr
Support Officer

07595 820121
raich@hullbid.co.uk

Got a question?

For more information about how to share your news or ideas, email alana@hullbid.co.uk or call on 611802.

www.hullbid.co.uk