

Q2Report

Fashion Week increases footfall and fun



Models at Hull Paragon Interchange

Increased trade, rising footfall and greater awareness were highlighted as some of the benefits of the latest HullBID Fashion Week in a survey of city centre retailers.

Feedback also revealed a range of other successes including the involvement this year of more businesses, the attraction of new customers through the doors and the opportunity to network with other businesses.

A headline figure was the increase of more than 57,700 in city centre footfall for the week commencing 29 April compared with the previous week, with the choice of Hull Paragon Interchange for the Fashion Week Finale a key factor.

Also included in the figure are high attendances for other Fashion Week events including a business breakfast at Hull Truck Theatre and a Fashion Through the Ages celebration at Hull History Centre.

Kathryn Shillito, HullBID City Centre

Manager, said: "The feedback is very informative and will be a big help as we start to plan next year's event.

"There are some impressive numbers, with 60 per cent of retailers reporting increased footfall and 98 per cent saying that they had some involvement in the event this year compared with 56 per cent last year.

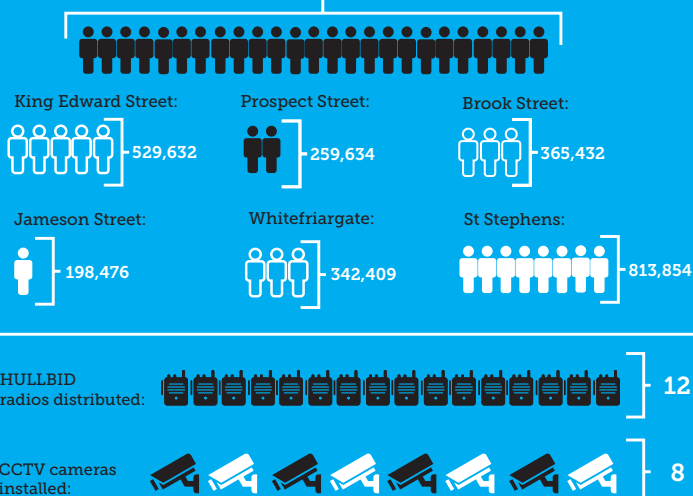
"Public awareness was up from 29 per cent to 46 per cent, and social media played a bigger part in that than ever, but what is particularly encouraging is the feedback which shows that 83 per cent of retailers who took part had a good time.

"Their responses ranged from 'busy' and 'buzzing' to 'happy' and 'excited'. Some said that Fashion Week made a 'real change' and others reported an increase in the number of young people in their shops, and these are all positive responses that we can build on for next year."

Stats dashboard April – June 2013

FOOTFALL (May 2013)

City centre: 2,509,437



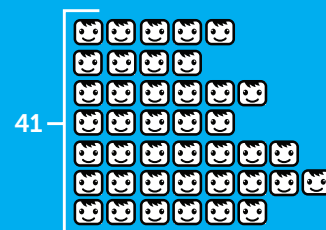
CLEANING PROJECTS:



GRAFFITI TAGS REMOVED:



BUSINESS LIAISON VISITS



Financial report

Most businesses will have received their annual BID levy invoice accompanied by an annual financial statement which gives an indication of where levy income has been spent. Following on from the statement it is worth flagging up about additional funding and support (with a cost value) that has been drawn in by HullBID. This ranges from investment to help support our festivals, for example retail sector businesses supported Fashion Week, to the additional contributions we received from partners to support the marketing of our Purple Flag accreditation. It is this added value that could double or even triple the worth of BID levy income.

As we move into the next financial quarter (period July to September 2013) our expenditure will amount to approximately £170,000. As well as covering the static costs

including payroll and rent, this funding will be predominantly spent on keeping the city safe, clean and with lots of activity planned.

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

Now in its fourth year, the HullBID Yum! Festival of Food, Drink and Music takes place 8-10 August. We will also be staging the annual Hull Trinity Music Festival on a larger scale with more artists participating than in 2012. This specific event particularly supports the evening economy sector and we will be working with our member businesses to ensure its success. Another initiative on the horizon is the publication of an eating and drinking guide; we are currently working with licensed premises to produce a glossy brochure that will have a print run in excess of 20,000.

These combined events will see a spend of approximately £55,000.

We continue to roll out our CCTV installation programme and anticipate a further 25 systems will be installed over the next three months. The kits are free of charge to businesses* and have proved a huge success as a preventative measure against shop theft. The cost of this programme will amount to around £12,500

*Subject to meeting criteria

When BID money is invested, careful and comprehensive evaluation is carried to ensure we are providing 'best value' and as part of this process, our members are consulted. We will continue to fund into initiatives that make a difference to the day to day trading environment.

• Note: At the time of writing all information is correct but could be subject to change.

Featured new businesses



Daniel Fullard & Yasmin Gilbert

Masquerade and Vintage Attic

Partners Yasmin Gilbert and Daniel Fullard have added a touch of the old and the new to Hull Old Town by each opening a business in the same building. Yasmin runs the beauty side of the business at Masquerade, on the ground floor, and also provides a base for hair salon staff and freelancers.

Upstairs, Daniel has opened Vintage Attic, specialising in shabby chic furniture and soft furnishings, as well as offering courses in sewing, knitting, upholstery and even sewing machine "driving lessons."

Yasmin said: "I have been working as a beauty therapist for three years, renting a room in a hair salon. When this building became available we just thought 'why not?' and it's going well."

Masquerade and Vintage Attic: 2 Land Of Green Ginger, Hull **Tel** 01482 229221
Both businesses can be found on **Facebook**.



The KRCS store in Princes Quay

KRCS

After six successful years operating under Hull City Hall in Carr Lane, Apple technology specialist KRCS has expanded into new premises in Princes Quay Shopping Centre. The company is the UK's longest established Apple Premium Reseller and the new store, managed by Craig Russell, stocks a range of products from iPhones to Macs and also offers accessories and expertise.

Craig said: "Our staff are specially trained and can answer any questions you may have, whether you're new to Mac or an aficionado."

KRCS: Princes Quay Shopping Centre **Tel** 01482 229910 **Email** hull@krcs.co.uk
Website www.krsc.co.uk

Other new members

The Unique Wedding Boutique

After launching her business from home Lisa Campbell recently opened The Unique Wedding Boutique at 181 Ferensway, Hull, to showcase the bespoke chair covers, table decorations and stationery that help to make the perfect wedding. **Tel** 07815 474747

Email impressivevenuestyling@gmail.com and also on **Facebook**.

The Dressing Room

Designer labels in pristine condition but at a fraction of the price are in demand at The Dressing Room, which opened in George Street in April, just in time for HullBID Fashion Week. Opening hours are 10am until 4.30pm from Tuesday to Friday and 10am until 3pm Saturday. **Tel** 01482 221709

Email info@dressingroomhull.co.uk **Website** www.dressingroomhull.co.uk

Famous Memorabilia

Authentic signed memorabilia from celebrities of sport, entertainment, politics and more is at the heart of Famous Memorabilia, which has added an outlet in Princes Quay to its network. The business sources its products internationally, and agreements with Hull City, Hull FC and Hull KR ensure strong local representation. **Tel** 01482 213035 **Email** sam@famousmemorabilia.com

Website www.famousmemorabilia.com

The Wedding Room

Dove House Hospice's dedicated wedding shop has relocated to the Prospect Centre in Hull after eight years in Beverley. The Wedding Room is open seven days a week and offers bridal wear at affordable prices without compromising on quality or design. **Tel** 01482 227387

Website www.theweddingroom.org.uk

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

Three Month diary

July '13

8th BID Evening Economy Meeting
8,9,10,11th University of Hull Graduation
20,21st Hull Pride

24th BID Retail Group Meeting
25th BID Business Networking event
26,28th Hull Jazz Festival

August '13

2nd Trinity Open Market
3rd Humber Street Sesh

8,9,10th Yum! Festival
18th Sky Ride
30,31st Hull Folk Festival

September '13

6th Trinity Open Market

6,7,8th Freedom Festival
21,22nd HullBID Trinity Festival

See www.hullbid.co.uk for full details

➤ We **communicate**



HullBID launches the "BID Business Network"

Networking with BID Businesses

HullBID is to launch a series of networking events, with the first official breakfast meeting taking place at Hull History Centre on Thursday 25th July.

The "BID Business Network" has been formed in response to requests from BID members who asked HullBID to create its own events so that city centre businesses can meet, share ideas and gain new knowledge.

This new initiative comes after HullBID partnered with marketing specialists eskimosoup on a successful Humber Biz Week event that gave businesses constructive advice on how to

maximise their online marketing through Google and social media. Back in May, HullBID also hosted its first ever networking breakfast as part of Hull Fashion Week with 'Make Fashion your Business' at Hull Truck Theatre.

Kathryn Shillito, HullBID City Centre Manager, said: "The eskimosoup 'Win More Local Business' presentation gave attendees a real insight into using platforms such as Twitter and Facebook to reach more customers. We were delighted with the positive feedback, which clearly benefitted our members, and launching these new networking events will enable HullBID to engage with an even wider audience."

To reserve your place at the Hull History Centre event (Thursday 25th July, 7:30am – 9:30pm) email alana@hullbid.co.uk or call **01482 611 802**

➤ We **innovate**

New format for Trinity Festival

A festival which was shortlisted at this year's Remarkable East Yorkshire Tourism Awards (REYTAs) will build on that success by taking another twist in 2013.

The Hull Trinity Festival will reappear over the weekend of 21 and 22 September with a new format designed to generate benefits for as many city centre businesses as possible.

The aim is to expand further on the number of indoor performances by local bands and musicians and also to provide an outdoor focal point in Trinity Square.

Hull Trinity Festival made its debut two years ago and featured live music in eight Old Town pubs and café bars. The number of venues increased to 16 last year with licensees reporting a 30 per cent boost in business and REYTAs judges rating the event highly.

Alana Ennis, HullBID's Projects and Events Manager, said: "We are still working on the line-up but it will again reflect the best local musical talent. The main stage in Trinity Square will provide a focal point and venues in the area will be encouraged to organise performances on their premises."



Hull Trinity Festival 2012

➤ We **promote**



The popular Eat, Drink, Enjoy publication

Brochure will raise awareness

Pubs, clubs, café bars and entertainment venues will fall under the focus of a new evening economy brochure currently being produced by HullBID.

Other ideas are also being explored after being aired by businesses at a new evening economy forum set up to promote the variety and quality of the city centre's attractions.

The brochure, which is due to hit the streets in September, will be a companion publication to the highly successful "Eat, Drink, Enjoy" dine brochure which promotes city centre restaurants

and was re-printed last year because of heavy demand.

It will cover about 70 pubs, café bars, nightclubs and other evening entertainment venues within the HullBID area.

Alana Ennis, HullBID's Projects and Events Manager, said: "The brochure is all about raising awareness of the quality and variety available within the city centre's evening economy, as demonstrated so successfully last year when we achieved Purple Flag status."

"Businesses involved in the evening economy have told us they would like help with promoting what they do and this is part of that process. As more businesses take part in the evening economy forum we expect to be able to take forward more ideas."

➤ We **collaborate**

Milestone for Purple Flag

HullBID is working with its city centre partners to prepare for the next challenge in its efforts to promote the city as offering a safe, varied and entertaining night out.

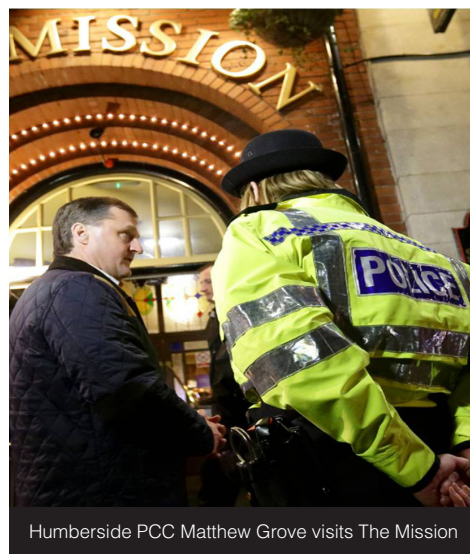
The Purple Flags flying at Princes Quay Shopping Centre and the Mercure Hull Royal Hotel tell the story of last year's success, as do the Purple Flag symbols on window stickers, beer mats and plastic glasses.

But as the anniversary of the Purple Flag inspection approaches, so does the date of the "light touch" assessment.

The Association of Town Centre Management (ATCM), which awarded Hull Purple Flag status last October, has identified seven key performance indicators to help them monitor the progress of towns and cities which hold the standard.

Kathryn Shillito, HullBID City Centre Manager, said: "The criteria provides the information which will demonstrate to the ATCM how well we have progressed since becoming a Purple Flag city, so while the full inspection will not take place until autumn next year this is an important milestone in the renewal process."

"As we did with the original Purple Flag campaign we will be working with city centre businesses and our partners at Humberside Police and Hull City Council to achieve a positive outcome."



Humberside PCC Matthew Grove visits The Mission

Q2News

Entertainment adds to variety at Yum! Festival



Celebrity chef Paul Rankin and TV presenter Gerard Baker at Princes Quay during the 2012 Yum! Festival

Great food and drink plus a fantastic package of entertainment will be served up as the Yum! Festival of Food, Drink and Music sets new standards this year.

The event is designed to deliver more appeal than ever, bringing benefits to city centre businesses during the day and in the evening.

By taking place slightly later than in the past – on 8, 9 and 10 August this year – Yum! will fall in the middle of the school holidays and promises to be packed with family-friendly activities.

And by including – for the first time – an evening programme of live performances, Yum! will build on the success of the previous weekend's Humber Street Sesh as the city centre prepares for the Hull Folk and Maritime Festival later in the month and the Freedom Festival in September.

Guy Falkingham, a member of the HullBID Board, said: "The entertainment programme will be a good fit with the other festivals but will have its own identity and will incorporate fringe activities which will hopefully give city centre businesses a chance to get directly involved."

A main stage in Queen Victoria Square will provide the centrepiece of Yum! and will host cooking demonstrations and other activities. In nearby King Edward Street, the Yum! Emporium will house a food market featuring the best of culinary creations from the Hull area and beyond.

One of the businesses taking part in Yum! is Bagel Nash, based in Leeds but owned by Hull-born Sara Hildreth, who bought the company two years ago with her partner.

Bagel Nash operates 15 retail outlets and has a bakery which produces 21 million bagels a year.

Sara said: "As a Hull girl I'm really excited about getting involved in Yum!, which is a great event for the city. We're currently working out what we plan to do but the activity will be driven by our outlet which opened last year in St Stephen's Shopping Centre."

Kathryn Shillito, HullBID City Centre Manager, said: "This year's Yum! Festival of Food, Drink and Music promises to be the best yet with more attractions than ever and a wider range of activities, and the main aim is to use all of that to generate more trade for city centre businesses."

www.yumfestival.co.uk

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

New restaurant at Hull Marina

When Mark and Gwen Atkinson enjoyed a quiet dinner at their favourite Hull restaurant, the idea of being involved in a new venture with the owners was definitely not on the menu.

However, the Hampshire-based couple were so impressed with Port-Side Bistro that when owner Mark Duckett told them of his new plans they jumped at the chance to join forces for 13 Bistro & Bar, situated in Warehouse 13 next to Hull Marina.

Gwen is Hull-born and bred but Mark knew little about Hull until they began to make regular trips to the city to visit relatives.

"I just expected Hull to be industrial and dark but I couldn't have been more wrong," said Mark Atkinson.

"It's a lovely place with a rich heritage and nice, friendly people. We decided to invest in an apartment in Warehouse 13 and make it our second home. We became regulars at Mark and Tracey's previous restaurant, and when they told us about their plans to move here we thought it was a great project."

The partnership sees Mark and Tracey Duckett looking after the food, drink and front of house while Mark and Gwen Atkinson, who both have strong recruitment sector backgrounds, remain involved behind the scenes.

Tel 01482 238889

Email bookings@13bistro.co.uk

Website www.bistro13.co.uk



From left: Mark Atkinson, Tracey Duckett, Mark Duckett, Gwen Atkinson



Paul and Stephanie Cotson

Courting couple mark milestone

A courting couple who were customers at one of Hull's historic pubs are now celebrating 40 years since they first shared a romantic lunch there.

But in the meantime, Stephanie and Paul Cotson have made the move from the cosy corner of the Old English Gentleman, where they planned their lives together, to behind the bar after having bought the pub in 2006.

"We can't believe we've had the pub for nearly seven years, never mind the 40 years since we started coming here as a couple," said Stephanie.

Stephanie was working for Zurich Insurance at Tivoli House in Paragon Street and Paul was at

Weeks Trailers in Bankside when they began their Friday lunchtime liaisons in 1973.

The couple married two years later and work took them out of the city centre. When they later decided to look for a pub, they bought their favourite.

A big asset was the pub's popularity with theatre-goers and its collection of photographs of celebrities throughout the ages who have performed at the Hull New Theatre.

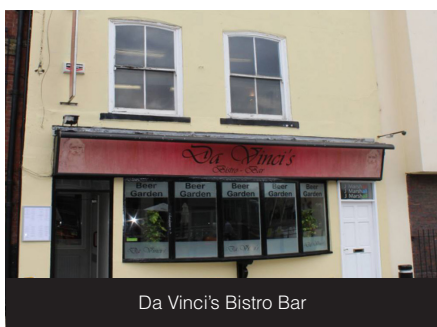
"We're a traditional local pub in the city centre," said Stephanie.

"We do great beer and food and we have plenty going on. I think we're the only pub in the city centre that still has a piano, and we have a lot of fun with that."

Tel 01482 324659

Address Worship Street, Hull

Opening Hours Sun to Wed 11.30am - 11.00pm
Thurs to Sat 11.30am - 12.00pm



Da Vinci's Bistro Bar

Adding a touch of Mediterranean

The new teams behind two city centre restaurants are bringing a touch of the Mediterranean to Princes Dock Street.

Michelle and James Hunter, who have opened Da Vinci's Bistro Bar and Beer Garden, promise to deliver delights from Spain and Italy, with al fresco dining at the front and rear of the building.

Laura Ashbridge and Stefan Marz, the new owners of Cuckoos Café, have both travelled extensively and highlight Greece as one of their main influences.

Michelle has a passion for food from her time cooking in a school kitchen and wanted to combine that experience with her ambition to run a business.

As friends of the team at nearby Leonardo's Bistro Bar, Michelle and James decided to develop the artistic theme by naming their venture Da Vinci's and incorporating sketching on the walls.

Michelle said: "It's a fantastic location especially at this time of year, with a lot of activity."

"We'll be using the outdoor area on the side of Princes Dock and we also have a herb garden at the back where people can sit. It's a bit different and it's a space where we can grow some of our own ingredients – all our food is sourced locally."

Laura and Stefan worked with a food export business in Grimsby before taking over Cuckoos. They've teamed up with a local bakery to offer home-made cupcakes and they'll also be serving premium gelato ice cream, freshly-squeezed orange juice and 100 per cent Fair Trade coffee.

Laura said: "We love food and have always wanted to open our own business. We have already made a few changes that are really going down well with our customer base."

Cuckoos is open seven days a week and also has plans to sell its products online.

Tel 01482 217772

Email info@cuckoos-cafe.co.uk

Website www.cuckoos-cafe.co.uk

Da Vinci's is open seven days a week from 10am extending into the evening.

Tel 01482 221221

Email michelle@davincisbistro.com
with a website coming soon.



Cuckoos Cafe

News

Originals Hair set for new look

A major refurbishment will mark the 20th year of Originals Hair Rooms on Ferensway – and the 30th year in the industry for owner Vicky Mumby.

Vicky began as a Saturday girl, building experience and then her own team and developing motivational techniques along the way.

"We start every day with a team huddle," said Vicky.

"We also have fantastic Fridays, bringing in sweets or donuts and celebrating with staff who have been particularly amazing, because praise brings out the best in people."

For Vicky it all began at Command Performance, above Fletcher's, now Starbucks, on the corner of King Edward Street and Jameson Street. She opened her own business in 1994.

"It was me and a trainee for the first month, and then another stylist and we built it from there," said Vicky, who now has a team of nine.

The refurbishment at the end of August will see the salon close for a week before re-opening with an exciting new look.

Vicky said: "We have carried out research among our clients and they've told us we must keep the chandeliers, so we'll do that but there will be a lot of new ideas."

Tel 01482 226662

Email originalshairrooms@googlemail.com

Website www.originalswigsandhair.co.uk



Vicky Mumby (second left) and team at Originals Hair Rooms



Sarah White and John MacDonald of Mercure Hull Royal Hotel

New recruit helps hotel build business

A hotel in Hull city centre is making its mark with a key new appointment as well as with partnerships with two local businesses.

The Mercure Hull Royal Hotel recently welcomed Sarah White as its new Sales and Revenue Manager, and one of her first tasks has been to assist with the launch of Fruit Trade Music Club, the new venture launched by Fruit Trade Music of Humber Street.

Fruit Trade Music Club has chosen the hotel for the first show in a series of events aimed at combining original local music, fine dining and great company. The event will take place on Friday 26 July from 7pm. Email Club@fruittrademusic.com for details.

The hotel has also signed up as a supporter of Hull Foodbank and is coming up with a number of ideas to help the charity.

Sarah Sidwell, Project Manager at Hull Foodbank, said the Mercure Hull Royal Hotel will help with food donations and with input from chefs who will devise and produce affordable and healthy meals for her clients.

Mercure Hull Royal Hotel : **Tel** 01482 325087
Website www.hotels-hull.co.uk



Chair's statement

We've enjoyed our most successful HullBID Fashion Week and we're now working towards our biggest Yum! Festival of Food, Drink and Music.

New shops and restaurants are opening their doors, existing businesses are expanding and exciting, innovative events are attracting more people. And of course Hull has now reached the City of Culture short-list!

There is no room for complacency but, as a result of working together in a creative and determined way, there is cause for optimism.

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



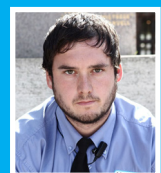
Alana Ennis
Projects and
Events Manager

01482 611802
alana@hullbid.co.uk



Mark Andrews
Senior Support
Officer

07715 105989
mark@hullbid.co.uk



Raich Orr
Support
Officer

07595 820121
raich@hullbid.co.uk

Your HullBID

Q

What is the HullBID Radio System?

A

It's a 24/7 radio system specifically for BID businesses which is helping to cut crime in the city centre. It is endorsed and carried by Humberside Police and connects with Hull City Council's Civic CCTV Control unit. To date, over 100 businesses are on the system and handsets can be loaned on a 'try before you buy' basis. Thereafter all administration, training and support is free of charge.

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