

Q3 Report

Yum! Festival impresses businesses and public



The 2013 Yum! Festival was the biggest and best yet.

The Yum! Festival of Food, Drink and Music was praised by participants and the public as it pulled in the crowds for three days of fun in Hull city centre.

Footfall counters indicated that 106,013 people experienced the festival in King Edward Street and Queen Victoria Square, with the figure up by ten per cent on the previous week and by 45 per cent on the corresponding period in 2012.

The food market was the favourite element for 32 per cent of the visitors polled, while 26 per cent preferred the drinks area, just over 22 per cent chose the music as their highlight and just over 13 per cent highlighted the cookery demonstrations.

Judy Newlove, who makes and decorates cakes at Sugar 'n' Spice in Paragon Arcade, Hull, and in Cottingham, said: "If anything we were under-prepared because this was the first time we had done an event like this and we were working through the night to make sure we had enough stock."

Matt Cunah of Hull Pie in Trinity House Lane, Hull, said: "We sold out of pies every day and our shop

was busier than usual as well. I don't think I could have made any more pies. We had a brilliant time and we are so grateful to HullBID for organising such a brilliant event with food, drink and music in a great atmosphere."

Hull History Centre reported that their Sweet Sensations event, a glance back in time looking at the Needlers confectionery company, was also a huge success. Tracy Pallett, Audience Development Officer at Hull History Centre, said: "We had an absolutely amazing day, with more than 140 visitors during the two hours of our activity. Our phones didn't stop ringing in the run up to the event and they haven't stopped ringing since, with members of the public wanting us to repeat the event."

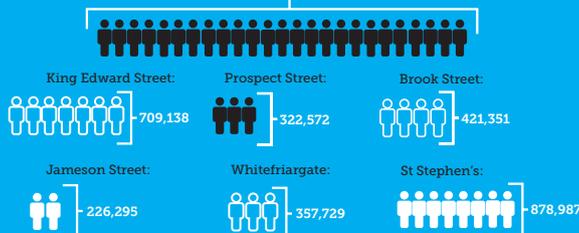
Kathryn Shillito, HullBID City Centre Manager, said "The Yum! Festival was a huge success in every sense – good for the BID member businesses that took part in the activities and for the businesses around the city centre who benefited from increased footfall over a busy weekend."

www.yumfestival.co.uk

Stats dashboard July - Sept 2013

FOOTFALL (August 2013)

City centre: 2,916,072



HULLBID radios distributed: 19

CCTV cameras installed: 17

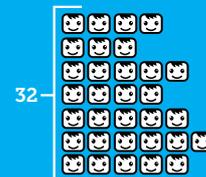
CLEANING PROJECTS:



GRAFFITI TAGS REMOVED:



BUSINESS LIAISON VISITS:



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

Financial report

We continue to draw in additional funding from both public and private sector businesses that significantly increases our investment back into events and activities in the city centre. A good example of this was our recent Hull Trinity Festival which was highly acclaimed by both the public and, importantly, by the businesses it supported in Hull Old Town.

Hull Trinity Festival drew in additional assistance from nine Hull Old Town licensed venues and these businesses all invested their efforts and funds to make the event even bigger and better by putting on live music within their venues. Convert this into pounds, shillings and pence and you can see how this kind of assistance really increases the worth of our investment.

[A snapshot of where some of the BID levy](#)

funds will be invested in the next financial quarter (1 October to 31 December).*

Christmas campaign (£43,000), Christmas lighting (£8,000), CCTV/Radios (£7,000), additional policing and BID Ambassadors (£20,000), cleaning and maintenance (£7,500), BID Excellence Awards (£10,000).

We will again focus on a Christmas broadcast and media advertising campaign to entice residents and visitors to shop in Hull. The campaign will see advertisements sandwiched between peak TV programmes and airtime across three radio stations. Cinemas too will screen our adverts, buses will spread our message and a whole host of other printed publications will display our Christmas campaign visuals. Our successful BID Business Network events are also due to become quarterly and on October 24th we will unveil plans for a

brand new initiative to recognise excellent service within our BID member businesses.

When BID money is invested, careful and comprehensive evaluation is carried out to ensure that 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 in Hull city centre.

Finance Committee Members

Dr Ian Kelly

Lee Appleton

George Tambaros

Featured new businesses



ClearView directors Martin Johnson and James Shakesby.

ClearView

The team behind a new name in eyewear are setting their sights on filling a gap between traditional opticians and the national brands and supermarkets.

ClearView, in Paragon Street, Hull, doesn't offer eye tests. Instead, directors Martin Johnson and James Shakesby focus on providing high quality lenses and frames at reasonable prices.

The pair have more than 25 years' experience between them of working with opticians in the Hull area. Their shop has the bright, modern appearance of a national chain but they emphasise that they are local, independent and dedicated to providing choice and service.

ClearView Eyewear: 23 Paragon Street, Hull **Tel:** 01482 215256 **Email:** info@clearvieweyewear.com **Web:** www.clearvieweyewear.com



Robert Jackson, centre, with Anthony Jackson and senior bar supervisor Rebecca O'Linger.

Star of the West

An historic city centre pub which disappeared as part of the expansion of the Prospect Centre 16 years ago is back on Hull's social scene.

The Star of the West has relocated further east from its original home in West Street to new surroundings in Trinity House Lane.

The pub appears to be long-established even though it's brand new in everything but its name. A policy of sourcing fixtures and fittings from other old buildings has ensured that The Star of the West has a traditional interior and a strong sense of history.

Star of the West: 21 Trinity House Lane, Hull **Tel:** 01482 310181 and on Facebook.

Other new members

Transform Images

Treasured photographs are turned quickly into bespoke pieces of art or everyday household items by the team at Transform Images, which is located in Princes Quay. Favourite photos can be enlarged, printed onto canvas and used to personalise a mug, clothing and even a piece of crystal.

Transform Images: Princes Quay, Hull **Tel:** 01482 212620 **Email:** hull@transform-images.co.uk **Web:** www.transform-images.co.uk

The Portland

Formerly a prominent city centre hotel, The Portland in Paragon Street has undergone a major refurbishment and reopened to offer premier accommodation for students in the city. All the rooms are en-suite and include a bed, desk, chair, wardrobe and fridge and there is a fully-equipped communal kitchen. All this on the doorstep of the city centre's attractions and nightlife.

The Portland: 65 Paragon Street, Hull **Tel:** 08452 571164 **Email:** info@theportlandhull.com **Web:** www.theportlandhull.com

The George

Fiona George and Kevin Conman are pulling the pints and the crowds after taking over at The George. They've added five real ales and a real cider to the bar and a fantastic locally-sourced, home-made menu which is available from midday until 6pm six days a week and midday until 4pm on a Sunday. Oh – and there's a ghost!

The George: Land of Green Ginger, Hull **Tel:** 01482 226373 **Email:** thegeorgehotel@mail.com and on Facebook.

Three Month diary

October '13

11-13th World Masters Darts Championships (Hull City Hall)

24th BID Business Network (Hull Truck Theatre)

26th Rugby League World Cup starts

November '13

1st Trinity Open Market (Trinity Square)

1st Hull Comedy Festival starts

8th Humber Mouth Festival starts

14th Hull Christmas Lights

22nd Hull Jazz Festival starts

30th Victorian Christmas Market (Hull Old Town)

December '13

6th Trinity Open Market (Trinity Square)

5th Jack & the Beanstalk panto starts (Hull New Theatre)

19th Holy Trinity Elvis Event

21st Live Nativity (Holy Trinity)

25th Christmas Day

31st – New Year's Eve

See www.hullbid.co.uk for full details

↘ We communicate



Guide extends invitation to Experience Hull

Pubs, clubs, café bars and entertainment venues throughout the city centre are featured in a new HullBID guide as residents and visitors are invited to Experience Hull.

The glossy guide builds on the success of the hugely-popular dine brochure from previous years and will have a print run of 20,000 copies, with distribution through hotels, the Tourist Information Centre and the featured venues themselves.

It is organised into different areas of the city centre and includes dedicated sections for Hull Old Town, the new town and the marina area.

Alana Ennis, HullBID Projects and Events Manager, said: "Experience Hull features more than 100 venues from pubs to the casinos, cinemas and theatres.

"It will be available as part of the build-up to Christmas when there will be a lot more people in the city centre looking for great places to relax and enjoy themselves.

"From there we will be looking to develop Experience Hull as a brand, creating an online presence and updating it regularly with details of events and other information to promote the city centre social scene."

↘ We innovate



Networking event will launch new initiative

The latest in the series of HullBID business networking events will take place at Hull Truck Theatre on Thursday October 24, with a surprise in store as plans are unveiled for an exciting new venture in 2014.

The event, which is free of charge, will begin at 5.30pm and will continue the successful format of the previous gathering, which attracted a capacity crowd to Hull History Centre in July.

The programme will include a guest speaker, and HullBID City Centre Manager Kathryn Shillito will take the opportunity to outline plans and dates for similar events next year.

Kathryn said: "Feedback from the city centre business community indicated that they would like us to organise networking events, so after some one-offs during HullBID Fashion Week and Humber Business Week we decided to hold them quarterly.

"The last one at Hull History Centre exceeded all expectations in terms of attendance and the feedback we received was extremely positive. We're hopeful of another good turnout for the next event at Hull Truck, particularly as we plan to announce details of a new HullBID initiative which will appeal to all member businesses."

↘ We promote

Festive media campaign will boost business

HullBID is planning a major marketing campaign to support city centre businesses as they work towards a profitab-Hull Christmas!

The move follows the success of last year's

initiative which took Hull's Christmas attractions onto the region's TV screens and into a wide range of other media outlets.

The EventfHull, JoyfHull, WonderfHull concept was welcomed by businesses and its festive theme was so popular that it will be run for a second time this year.

HullBID Chairman Jim Harris, Centre Manager of St Stephen's Shopping Centre, said: "The word play worked very well last year in a campaign which was very successful in promoting Hull and we will enhance this further this year.

"Rather than duplicate the efforts of other organisations by staging events we want to promote what they are doing so our campaign will run on TV, in print, on the buses and will begin in October, building up during November

and December."

Kathryn Shillito, HullBID City Centre Manager, added: "The campaign will tell the story of what a festive Hull means to people, Hull city centre is a great place to be at Christmas with good eateries and great places to shop."



A still from last year's Christmas campaign.

↘ We collaborate

Displays target visiting fans

Visiting fans at the KC Stadium are being encouraged to stay longer in Hull or make a return visit to enjoy the city's hospitality and attractions.

HullBID has teamed up with Hull and East Yorkshire Bondholders and Hull City to promote the city centre and wider region to travelling supporters.

They have worked together to erect prominent promotional displays at the stadium's North

Stand, which houses away supporters. The eye-catching artwork features powerful imagery promoting some of the city centre and wider region's key attractions.

The seven large wall coverings mounted in the North Stand concourse promote The Deep, the Marina, Hull's shopping and nightlife, as well as Hull's shortlisting for UK City of Culture 2017.

HullBID City Centre Manager Kathryn Shillito said the idea came from a meeting between BID Chairman Jim Harris and Hull City Managing Director Nick Thompson.

Kathryn said: "From a BID perspective our hope is that visiting fans will come to the match and possibly want to return with their families for a day visit or a longer stay.

"We collaborated with the football club and the Bondholders and decided that, collectively, we could really animate this wide-open space with some fantastic images of the city centre."



From left: Kathryn Shillito (HullBID), Leahann Mollon (Bondholders) and Nick Thompson (Hull City) at the KC Stadium.

Q3 News

Purple Flag Week shows strength of partnership



Flying the Purple Flag on the Main Stage at Hull Trinity Festival 2013.

HullBID and city centre partners are providing a solid platform for the renewal of Purple Flag status by demonstrating on-going improvements to the evening economy.

A year after the city was awarded its Purple Flag, organisations involved in the campaign re-affirmed their commitment to renewing the status next year and joined forces again to celebrate Purple Flag Week in style.

Matthew Grove, the Humberside Police and Crime Commissioner, recalled the walk-about which enabled him to see for himself the improvements to night life in the Old Town of Hull.

He said: "We secured newspaper, radio and TV coverage that sent out a loud and clear message: come to Hull – it's a great place to be, a safe place to be and a great night out.

"We want more people in the city, more people with money in their pockets who want to

spend it and improve the prosperity of the city. Prosperous cities are safer places to be."

Dr Dan Roper, Interim Chair of the Hull Clinical Commissioning Group, said Purple Flag is delivering short-term and long-term health benefits and is also supporting the wider community by projecting a positive image of the city centre.

He said: "The Purple Flag shows that Hull city centre is a safe place to go in the evening, and that means a lot.

"It demonstrates to people that Hull city centre is a place where people can go out and enjoy themselves as individuals, with friends and with their families, which reinforces what most of us here already know."

Purple Flag Week was launched with the highly successful Hull Trinity Festival; featuring the best of home-grown music talent plus national headliners Dodgy and King Charles.

It continued with activities which included painting a cream KC phone box purple, and branding rickshaw rider Neil Worner's vehicle with the purple flag logo. The Bonny Boat pub in Trinity House Lane was brightly decorated with purple balloons and bunting and staff wore bright purple wigs. Jaz café bar in Lowgate also held a purple-themed comedy night.

Kathryn Shillito, HullBID City Centre Manager, said: "We have to submit a 'light-touch' reassessment during October, so it is important that we maintain the partnership approach and the attention to detail which helped us earn a Purple Flag in the first place.

"The signs are there that all the partners, including the businesses, are working harder than ever to make sure we keep Hull on the Purple Flag map."

www.purpleflag.org.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

Landlord steps in to save Tasty

A snack and sandwich shop which faced closure when the owner pulled out is now under new ownership after being bought by the landlord.

Tasty, which sits at Humber Place, at the side of Hull Marina, was set to close and Kerrie Dusher faced losing her job after her boss decided to call it a day.

But Kirk Akdemir, who bought the building with Tasty as a sitting tenant when he expanded AA Global Language Services into Hull last year, decided to invest further, and now instead of joining the job seekers Kerrie is running the business.

Kirk said: "I have to be honest and say that I didn't envisage owning a sandwich and

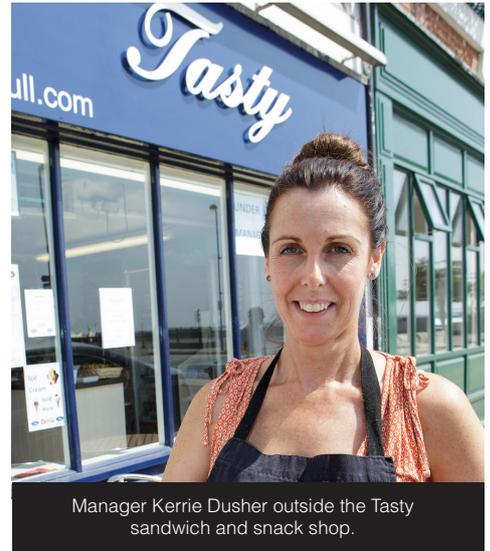
snacks shop when I opened our Hull office, and it wasn't an easy decision to make because we are busy enough with the day job.

"But if I hadn't taken it on I don't know if anyone else would have come in. Kerrie didn't want to give up her job and I didn't want an empty unit in my building and right next to my office."

Tasty is now open longer, until 3pm Monday to Friday, and there are plans for weekend opening as well as all festivals and events.

"We get a good amount of business from people who work in the area as well as from those who live round here," said Kerrie.

Tasty: 5 Humber Place, Hull **Tel:** 01482 221218 **Web:** www.tasty-hull.com



Manager Kerrie Dusher outside the Tasty sandwich and snack shop.

Yum! Festival celebrates the anniversary of famous patty



Bob Carver celebrates with wife Carol and daughters Jade and Zoe.

The Yum! Festival of Food, Drink and Music helped one of the city's most famous businesses mark a major milestone for a favourite dish.

In addition to promoting culinary creations from across the region the festival also celebrated 125 years of Bob Carver's renowned Hull patty.

The origins of the patty remain a subject of often fierce debate, but Carol Carver said the business has been producing them since day one in 1888, and has been using a top secret recipe for 101 years.

Carol's husband Bob is the third generation of the family to run the fish and chip business which built its reputation with a stall on Hull market before taking the current premises in Trinity House Lane 33 years ago.

Carol met Bob at about the same time. She joined the business and made her first patty 28 years ago, subsequently taking charge of the patty production process which is now being passed down to daughters Jade and Zoe.

"They are definitely a local favourite and we get people coming from all over the country to buy them," said Carol.

"They are different. We have our own recipe and

we coat the patties in bread crumbs, whereas most other shops use batter."

Production takes place at a unit on the Boulevard and the initial part of the process is simple as Carol boils up her patty pans, drains off the water and puts the cooked potatoes in a patty mixer – with the secret ingredients.

Carol still forms the patties by hand – and can turn out around 150 per hour.

The growth of takeaway food outlets in the city centre has increased the level of competition over the years but Carver's still get through around 500 patties every week.

Kathryn Shillito, HullBID City Centre Manager, said: "The story of Carver's is fascinating and the patty has become something of an institution in Hull so we're delighted to be able to celebrate the milestone of 125 years as part of the Yum! Festival."

Bob Carver's: 9 Trinity House Lane, Hull **Tel:** 01482 226600



The Queen's Gardens Centre at Hull College.

Employer links help students with job skills

Hull College is stepping up its efforts to prepare students for the world of work by unveiling new initiatives for the new academic year.

The College is also working closely with HullBID to connect with employers, and to promote the attractions of the area to students.

Operating across sites in Hull, Goole and Harrogate, the College has around 31,000 students on its full-time and part-time courses, with nearly 80 per cent of them based in Hull.

HullBID attended Freshers Week events during September to promote the city to further education and higher education students, and the College is including the Purple Flag logo in its literature for the new term.

But the partnership extends beyond just

seeing students as potential customers. The College's Employability Seal and Progression Passport encourages businesses to support the development of students with a view to recruiting them in the longer term.

Kathryn Shillito, HullBID City Centre Manager, said: "By working with the College, employers can influence the sort of skills that the students are able to learn in preparing for work, including the basic requirements of attendance and punctuality.

"They can take part in mock interviews and employer projects and help to ensure that students completing their courses are able to add value to a business."

Employers interested in finding out more about the Employability Seal and Progression Passport should contact Alastair Brooks, the College's Head of Business Development, on 01482 313436, or email ABrooks@hull-college.ac.uk

Hull College: Queen's Gardens, Hull **Tel:** 329943 **Web:** www.hull-college.ac.uk

News

Poster campaign targets gum users

HullBID has welcomed the launch of a creative new campaign aimed at encouraging gum-chewers in the city centre to dispose of their sticky leftovers more responsibly.

Hull City Council has teamed up with the Chewing Gum Action Group to promote use of the 200 bins across the city centre.

Sections of city centre streets were cleaned ahead of the launch of the campaign which features eye-catching posters displayed in prominent spots. Using light-humour, the images suggest creative "moves" for binning gum from the acrobatic "slam dunk" to the more suave "strut", but all with the end result of putting used

gum into the city's bins.

Hull was one of 16 local authorities chosen by Chewing Gum Action Group for the campaign. The Group was set up in 2003 to deliver a long-term solution to irresponsible chewing gum disposal.

Doug Sharp, Hull City Council's Assistant Head of Service for Waste and Open Spaces, said: "We have more than 200 bins across the city centre which people can use so there is no excuse not to dispose of chewing gum the right way. We hope these posters and this campaign will remind people to do the right thing and bin their gum."

[Chewing Gum Action Group](#)

Web: www.chewinggumactiongroup.org.uk



A visual from the new Chewing Gum Action Group campaign.

BID strengthens team with three new appointments

Hull BID has strengthened its Board, its team, and its relationship with the city centre business community with three new appointments.

Tim Powell, a partner at Scotts Property, and David Hatfield, Area Station Manager for First TransPennine Express, have both joined the BID Board as Non-Executive Directors.

Melanie Toogood is the new Business Liaison Officer, and is a key link between HullBID and businesses throughout the city centre.

Tim, who joined Scotts more than 13 years ago, said: "We are heavily involved in Hull city centre as a business and we recognise the importance of businesses working together to improve the area and to create opportunities."

David has held his current post for more than two years and is responsible for Paragon Interchange as well as stations at Brough, Selby and Scarborough. He has worked with HullBID in the past on projects, such as Purple Flag and Fashion Week.

He said: "It is good to be involved and to share

the vision of moving Hull forward."

Melanie has a strong background in customer relations, having initiated and managed significant projects for employers including Cattles and Barclays during her career.

[Scotts Property](#)

Web: www.scotts-property.co.uk

[First TransPennine Express](#)

Web: www.tpexpress.co.uk



Chair's statement

Jim Harris, HullBID Chairman

After a hugely successful Yum! Festival we attracted national headline bands to Hull Trinity Festival and added a spectacular splash of colour to the city centre for Purple Flag Week.

They were all superb events in their own right and they also form an important part of Hull's festival landscape as we all work towards becoming the 2017 UK City of Culture.

We'll be doing all we can at HullBID to support that campaign and we'll be helping the city strengthen its cultural profile further with more events of the highest quality in the future.

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



Melanie Toogood
Business Liaison
Officer

07889 720 625
melanie
@hullbid.co.uk

Your HullBID

Q

How was HullBID formed?

A

HullBID was created in 2006 when all operating businesses within the city centre had the opportunity to vote. This was in result of demand from local businesses for an organisation to provide development support and make specific improvements over and above statutory services provided by the local authority. The first BID ran for five years and a ballot in October 2011 saw HullBID voted in for a second five year term.

Got a question?

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