

Q4Report

Purple Flag flies again after renewal success



HullBID's Kathryn Shillito during Purple Flag Week (picture: Jack Harland / Hull Daily Mail).

Hull's prestigious Purple Flag status has been renewed following a further assessment by the Association of Town and City Management (ATCM).

A second review of the evening and night time economy in the city centre revealed continuing improvements in crime prevention and public health and also identified new features which have added to Hull's attractions.

Among those are the successful City of Culture bid, the vibrant programme of festivals and the new swing bridge over the River Hull.

ATCM assessors visited Hull during the Freedom Festival weekend in 2012 and subsequently awarded the city a Purple Flag, which identifies areas as offering a safe and enjoyable night out. A "light-touch" re-assessment took place during October and the results show Hull cementing its status as one of only 42 centres in the UK and Ireland to fly the Purple Flag.

ATCM Chief Executive Martin Blackwell commented: "It is fantastic for Hull to be awarded Purple Flag status again following the renewal assessment. The city is a superb example of local partnership work providing an outstanding evening economy."

The report from the assessors highlighted a five per cent reduction in violent crime under the influence and a seven per cent reduction in violence against the person offences at the key times, as well as a downward trend for

alcohol related presentations at A&E at Hull Royal Infirmary.

The report added: "There has been a great deal of improvements to the night time economy, despite the harsh economic climate, such as the number of events and activities taking place."

The successful Purple Flag campaign was led by a partnership which includes HullBID, Hull City Council, Humberside Police, Hull Citysafe, the NHS and many individual businesses.

Superintendent Mark Johansson of Humberside Police said: "Everyone in the partnership has continued to work exceptionally hard. As a result, the city centre is now an even safer place, with a vibrant atmosphere."

Kathryn Shillito, HullBID City Centre Manager, added: "Although the second assessment was not as rigorous as the initial inspection we left nothing to chance and we are proud of the efforts of the partnership, which includes city centre businesses."

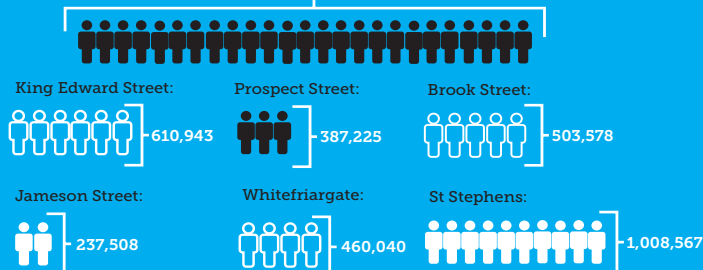
Councillor Stephen Brady, Leader of Hull City Council, said: "I am pleased that the city has retained its Purple Flag status and this, along with being named City of Culture 2017, highlights that Hull is being recognised for what it has to offer and how it is managed."

Purple Flag
web: www.purpleflag.org.uk

Stats dashboard Oct - Dec 2013

FOOTFALL (November 2013)

City centre: 3,207,861



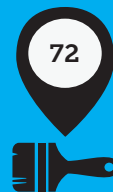
CLEANING PROJECTS:

67



GRAFFITI TAGS REMOVED:

72



BUSINESS LIAISON VISITS



Financial report

As we came to the close of our financial year (ending 31 September 2013), our finalised income from the BID levy and private/other income was £619,276. Funds were apportioned as below with a carry over surplus of approximately 11% at £68,534. It is pleasing to note that expenditure was well-controlled in line with budget:

- Safety and security - £111,748
- Events, marketing activity & comms - £187,159
- Rapid response/cleaning/maintenance & lighting - £44,675
- Evening economy support - £34,344
- Street signage, unit management, football counters - £27,930
- Levy collection/IT costs - £33,910
- Management/staffing/premises rent & utilities/sundry costs - £110,976

Funding priorities in the last quarter saw the Hull Trinity Festival and Experience Hull brochure come to fruition, both supporting the evening economy sector (£36,000 combined).

£43,000 was also committed to a comprehensive Christmas broadcast/media campaign and we will be carefully evaluating its success this New Year. Similarly Christmas lighting was again installed in Brook Street, Paragon Street, Hepworth's and Paragon Arcades and Silver Street to improve the festive offering (£8,000). As part of our Christmas campaign our www.christmasinhull.co.uk website was a huge success with many businesses utilising the facility to advertise their offers, in fact the site received approximately 10,000 visits.

As we move into the first quarter of 2014, we have again committed funds to purchasing ten CCTV

systems which can be acquired by BID members (providing they meet the criteria). Our HullBID Radio System goes from strength to strength and we have purchased a further ten radio handsets to facilitate our 'try before you buy' arrangement. The radio scheme is administered free of charge by HullBID and training costs are also covered.*

Our commitment to securing additional funding continues and our new strategy for targeting sponsorship will hopefully bring to fruition contributions towards some of our larger events. We also rely on the goodwill of many of our businesses to provide meetings facilities and in kind support and we are appreciative of this.

*Applications to be made to Kathryn Shillito, City Centre Manager. Try before you buy scheme enables radios to be loaned for 10 weeks prior to a decision to purchase.

Featured new businesses



Jack Burton (right) with brother Joe at Fit24, St Stephen's.

Fit24

A city centre gym is flexing its muscles and going from strength to strength only a year after administrators locked the doors. Staff at Fit24 faced losing their jobs when the owner ran into financial problems. But an approach by the landlords for the property prompted Jack Burton to take on the business and turn his dream of running his own gym into reality.

Jack said: "When the business collapsed and I decided to take it on we only had 400 members because the rest had all left. Now we've increased that to 3,000 and we're aiming for 5,000 in our two-year plan."

Fit24 St Stephen's Shopping Centre, Hull **tel:** 01482 215333 **web:** www.fit24hull.co.uk - and on Facebook.



The Old House, Scale Lane, Hull.

The Old House

Craft beers and a classy menu combine to create a quality food and drink offer as Hull's newest bar opens in one of the city's oldest buildings. With seating and service upstairs and downstairs it's great for a swift half or a sumptuous spread and can accommodate private parties and corporate events by arrangement. The Old House is open from 11.30am until 11.30pm seven days a week, with food served from midday until 3pm and from 5pm until 10pm.

The Old House: 5 Scale Lane, Hull **tel:** 01482 215256 **web:** www.oldhousehull.co.uk - and on Facebook.

Other new members

Go Dutch Pancake House

Dutch pancakes and beers from the Low Countries will be on offer as the Go Dutch Pancake House brings something new to Hull city centre next month. The restaurant is the latest piece of the jigsaw in the new dining quarter which is taking shape in Paragon Square.

Go Dutch Pancake House: 25 Story Street, Hull **email:** godutchpancakes@gmail.com **web:** www.godutchpancakehouse.co.uk - and on Facebook.

Café Heaven

Jurijs Ruziks arrived in Hull from Latvia nine years ago and worked in various jobs before coming up with the idea of a coffee shop while visiting his homeland during the summer. He's got various types of coffee and tea to enjoy at your table or to take home and brew yourself. He's also got luscious Latvian cakes and big plans for expansion.

Café Heaven: 25 Story Street, Hull - and on Facebook.

eCigarette Outlet

Not smokes but vapes as Hull's first e-cigarette store offers a new way to take nicotine. The company added the Carr Lane store to its network in October, and manager Scott Ashcroft says business is brisk among ex-smokers and those looking for help with kicking the habit.

eCigarette Outlet: 62 Carr Lane, Hull **tel:** 01482 216444 **email:** customer.service@ecigaretteoutlet.co.uk **web:** www.ecigaretteoutlet.co.uk - and on Facebook.

Exposure One

Warrington-based photographers Exposure One decided to open in Hull to support existing work with local schools. They specialise in baby pictures at their spacious studios in Scale Lane but are also adept at getting out and about to shoot weddings and corporate commissions as they build their network.

Exposure One: 36 Scale Lane, Hull **tel:** 01482 219105 **email:** info@exposureone.co.uk **web:** www.exposureone.co.uk - and on Facebook.

Three Month diary

January '14

19th: Humber St Market	25th: Burns' Night
23rd: HullBID Evening Economy Meeting	30th: HullBID Business Networking event at The Deep
24th: HullBID Retail Group Meeting	31st: University of Hull Winter Graduation at Hull City Hall

February '14

3rd: Entries open for the HullBID Awards 2014	14th: Valentine's Day
7th: Trinity Open Market	14th: Half Term starts
	16th: Humber St Market

March 14

4th: Shrove Tuesday	17th: St Patrick's Day
7th: Trinity Open Market	30th: Clocks go forward
16th: Humber St Market	30th: Mothering Sunday

See www.hullbid.co.uk for full details

➤ We communicate



HullBID's Business Liaison Officer
Melanie Toogood.

Melanie makes a difference with business liaison

When it comes to telling businesses about HullBID, Melanie Toogood walks the walk and talks the talk!

"I spend my time walking round the city centre, meeting the people who run the businesses and talking to them about what they need and how HullBID can help," said Melanie.

Appointed to the role of Business Liaison Officer last July, Melanie works from Monday to Wednesday giving out information and advice and also collecting feedback and details of any

problems businesses might be facing.

"My job is to let people know where we are, what we do and how we work with our partners and other stakeholders," said Melanie.

"The way I see it is that if I'm spending money for a service I want to know what I'm paying for. Many business people don't have a great understanding of what HullBID is about. I didn't know about BID until I started this job and it's really opened my eyes.

"The feedback has been very positive and I'm really enjoying it because I like getting out and about and meeting new people."

Contact Melanie: If you would like a business liaison visit or would like to discuss what HullBID can do for you, email melanie@hullbid.co.uk or call Melanie direct on 07889 720 625.

➤ We innovate



Northern Ballet's Cinderella comes to Hull on 2 April (picture: Bill Cooper).

Networking event will launch new initiative

One of the UK's leading cultural organisations is working with HullBID to raise its profile in the city and to strengthen links with businesses and the public.

Northern Ballet, based in Leeds, will take part in a HullBID networking event at Hull New Theatre on Wednesday April 2 and Laraine Penson, Director of Communications at the company, said the aim is to develop a long-term partnership.

Northern Ballet visits Hull once a year and the networking event will coincide with the opening of Cinderella, with six performances over four days at Hull New Theatre.

Laraine said: "We don't get to Hull as often as we would like and that can make it difficult for us to maintain our profile and build audiences, so to try and address that we want to work with the key players in the city and we certainly see HullBID as one of those."

Kathryn Shillito, HullBID City Centre Manager, said: "The feature of the April event sees a performance of Cinderella incorporated into the evening and attendees will be given a complimentary seat. The visit of Northern Ballet is one of the cultural highlights of the year."

Northern Ballet web: www.northernballet.com

➤ We promote

HullBID helps to shape plans for City of Culture

HullBID played an important part in supporting the City of Culture campaign.

HullBID City Centre Manager Kathryn Shillito and Projects and Events Manager Alana Ennis attended meetings of the City of Culture Steering

Committee, invited leaders of the campaign to address city centre businesses and took part in the #HullYes social media campaign.

A key message from HullBID was that the city already hosts a number of major festivals which support businesses by attracting thousands of people into the city centre. During 2013 HullBID itself invested more than £130,000 in such events and delivered Hull Fashion Week, the Yum! Festival of Food, Drink and Music and the Hull Trinity Festival.

Kathryn said: "These festivals bring in more people, and more people means more trade for our city centre businesses.

"We also supported businesses by giving them a chance to meet the people leading the City of Culture bid at one of our networking events, and

that helped to secure business support for the campaign.

"And when the City of Culture team went to Derry-Londonderry to present Hull's case we bombarded Twitter to tell thousands of people what a fantastic place Hull is and why the decision had to be #HullYes!"



Celebrations at Hull Truck Theatre as Hull was announced as the winning city.

➤ We collaborate

Partnership support for graphics venture

Whitefriargate is the latest area of the city to promote Hull's attractions after HullBID agreed a partnership with Hull Trinity House Charity.

Kathryn Shillito, HullBID City Centre Manager, held discussions with the Charity about how to brighten up vacant retail units along the street and the result was a joint venture to place graphics over the windows of some shops.

The idea builds on the success of similar projects

including displaying graphics in Ferensway, using shop windows in Whitefriargate to promote specific events such as HullBID Fashion Week and creating displays to inform visiting fans at the KC Stadium.

Kathryn said: "We all work very hard to minimise the number of vacant units in the city centre by attracting more businesses but where premises in key locations are empty then we try and use the space effectively.

"The feedback from the displays in Ferensway and at the KC Stadium was very positive and Hull Trinity House Charity was happy to work with us on a joint venture for Whitefriargate.

"We installed window graphics just before Christmas with the result that the premises are now more attractive and they show some of the attractions of Hull and the surrounding area."

Hull Trinity House Charity
web: www.trinityhousehull.org.uk



Shoppers in Hull city centre walking past the new Whitefriargate window graphics.

Q4News

HullBID launches awards for city centre businesses



The Hull Business Improvement District Awards will take place on Thursday, 8 May at Hull Truck Theatre.

City centre businesses are looking forward to competing in their very own awards scheme as HullBID sets out to showcase what its members have to offer.

The Hull Business Improvement District Awards 2014 will be launched in February in partnership with the Hull Daily Mail, giving an opportunity for employers and individuals – and for the city centre as a whole – to gain greater recognition.

The awards were unveiled by HullBID City Centre Manager Kathryn Shillito and Chairman of the Board of Directors Jim Harris at the October HullBID networking event held at Hull Truck Theatre.

They will be presented in a ceremony at the same venue on Thursday, 8 May 2014. Entry into the awards and admission to the presentation evening will all be free of charge.

Full details of the awards will appear in a special launch supplement to be published in the Mail

during the first week of February. The Mail will then publish weekly articles looking at nominated businesses and the individual categories.

These will include a Safe City Award, Pavement Pride Award, City Ambassador Award and Community Spirit Award. There will also be awards for outstanding employees or teams, best business start-up and outstanding business development. The awards will be judged by a panel comprising HullBID City Centre Manager Kathryn Shillito, Hull Daily Mail Managing Director Mike Pennington, Hull Civic Society Chairman John Netherwood and Pauline Speed, the Love You 2 Appeal Manager at Dove House Hospice.

A special category – Service with a Smile – will be decided by a poll of Hull Daily Mail readers.

The closing date for entries is Friday, 4 April. Finalists in each category will be informed during week commencing April 14 and the shortlist will be published in another Hull Daily Mail awards supplement during the following week

as excitement builds towards the presentation ceremony.

Kathryn said: "There are many HullBID businesses which have enjoyed success in other award schemes and we are again urging city centre businesses and attractions to submit entries to the Remarkable East Yorkshire Tourism Awards (REYTAs), where we will be submitting Hull Trinity Festival in the category of Tourism Experience or Event.

"But the Hull Business Improvement District Awards will be the only competition dedicated to city centre businesses.

"Feedback from city centre businesses has helped us create the categories for the awards. We want to make it as easy as possible to enter and anyone from the company chairman to the office junior could potentially be recognised."

Details of the awards can be found on the HullBID website at www.hullbid.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

Dates confirmed for networking events

HullBID's programme of networking events is going from strength to strength, attracting big audiences to hear high profile speakers.

The final event of 2013, hosted by Hull Truck Theatre, created a buzz of excitement as city centre business people heard about the plans for the Hull Business Improvement District Awards and the City of Culture bid.

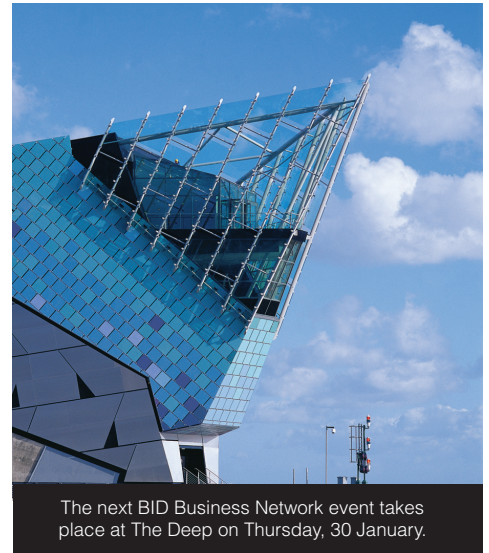
The next event will continue the winning formula of inviting members into our iconic buildings when we descend on The Deep to hear from Colin Brown, Chief Executive of the submariam, and David Hatfield, Area Station

Manager for First TransPennine Express. The networking event will take place in the Oceans Gallery on Thursday, 30 January from 5.30pm until 7.30pm and places can be booked by contacting HullBID.

In April a speaker from Northern Ballet will be the attraction along with a representative of Hull City Council Arts Unit as we take our networking event to Hull New Theatre, with a presentation in the Circle Bar to be followed by a performance of Cinderella. The event will take place on Wednesday, 2 April and the performance will start at 7.30pm.

HullBID City Centre Manager Kathryn Shillito said: "Our networking events have been very well attended so far and we expect demand to increase as we raise awareness of the opportunities and as we continue to offer excellent speakers in impressive surroundings."

Book your places, email: alana@hullbid.co.uk



The next BID Business Network event takes place at The Deep on Thursday, 30 January.

The Portland sets new targets for expansion



The Portland: one of the brand new en-suite student bedrooms.

The company behind the conversion of a city centre hotel into accommodation for students is working towards 100 per cent occupancy during 2014.

Galbraith Property is using this month's accommodation fair at the University of Hull to raise awareness of the facilities at the Portland in Paragon Street and is so confident of success that it is exploring how to increase capacity.

Elliott Kantor, Director of New Business, said: "We are really proud of the achievements of our team at the Portland because they hit occupancy levels of 80 per cent.

"They achieved that without having been able to promote The Portland as much as we would have liked because the accommodation fair was too early for us. This year we have targeted that event and we are aiming for 100 per cent occupancy in September.

"We started working on renewals with our existing tenants in November and that is progressing well so we are now looking at converting some of

the studio apartments into double rooms to increase capacity, perhaps offering them to mature students who have partners."

Elliott added that The Portland is also providing opportunities for local businesses: "There is no doubt that the city centre business community benefits from having a student population in the middle of Hull and as a company we also want to work with small local businesses."

Kathryn Shillito, HullBID City Centre Manager, said: "The conversion of the building was one of the great success stories in Hull city centre during 2013.

"It is such a large building in a prime location and that was part of the attraction for Galbraith Properties. They have done an excellent job and their tenants are really supporting city centre businesses as customers and in some cases as employees."

The Portland 65 Paragon Street, Hull **tel:** 01482 219069 **web:** www.theportlandhull.com - and on Facebook.



Dennis Wann, licensee of the Sailmakers Arms.

HullBID helps traders enjoy festive events

HullBID embarked on a major Christmas campaign in the media and on the streets to help member businesses make the most of the festive season.

Building on the success of the 2012 EventfHull, JoyfHull, WonderfHull concept, BID commissioned the creation of stunning new graphics which incorporated photography of some of the city centre's landmarks.

These were at the heart of an advertising campaign which ran on TV, in print and even at cinemas and on the backs of buses as we worked with businesses to promote the Christmas attractions in our shops, bars and restaurants.

And those attractions were enhanced as BID supported Old Town traders in joining the

Victorian Christmas, which was organised by Hull Museums and Heritage Learning and which attracted huge crowds.

HullBID assisted businesses with planning the event on Saturday, 30 November and also helped with setting up and then taking down a special edition of the Trinity Open Market, which moved to High Street for the day.

On the last late-night shopping day before Christmas, HullBID was in action again as the market stayed open until 7pm and businesses hosted Elvis Presley-themed entertainment and music to support "An Evening with Elvis and Friends" in Holy Trinity Church.

Dennis Wann, licensee of the Sailmakers Arms in High Street, said: "The Victorian Christmas and market must have attracted about 10,000 people down here.

"Everyone worked hard to provide all sorts of attractions and we were delighted with the success of the event."

Heritage Learning
web: www.heritage-learning.com

News

Goldings builds business with help from KC

An award-winning HullBID member which pioneered the introduction of computers into the Hull and East Yorkshire business community is now using the latest innovation from another BID business to target customers nationwide.

Golding Computer Services was launched nearly 32 years ago and equipped many local firms with their first IT systems.

The company remains a leader in the supply and maintenance of hardware and has also emerged as a top provider of high quality accounts training offered in partnership with Sage and the International Association of Book-keepers (IAB).

Those services, which have previously focused on the Yorkshire and Humber region, are now being rolled out across the country, with Managing Director Vic Golding crediting KC Lightstream, KC's superfast fibre broadband service, for presenting the opportunity to expand.

Vic said: "KC Lightstream has helped us enhance key areas of our business. We have improved our ability to offer remote support to our IT clients, offering better quality equipment in the process, and we are able to reach more customers, further afield, with our training services."

Vic said: "There is no question about the quality of the training and the professionalism of our approach, because we are winning awards alongside colleges who have been involved with the IAB for 20 years."

"What we now have in addition to that is the ability to promote our services and deliver the training to more people by making full use of the

increased connectivity and faster broadband speeds provided by KC Lightstream."

[Golding Computer Services](#)
web: www.gcs-limited.com



Vic Golding, Managing Director of Golding Computer Services.

Experience Hull is essential guide

Hull's latest guide to city centre leisure venues and attractions is being distributed now following publication by HullBID of the Experience Hull brochure – and there's a website on the way.

From historic pubs to high-class café bars and from quality theatres and cinemas to stylish casinos and nightclubs, the brochure features nearly 100 venues which comprise the city centre night-time economy and which have done so much to help Hull earn the Purple Flag.

With a print run of 20,000 there will be plenty to go round as the guide finds its way via hotels,

the Tourist Information Centre and the venues themselves into the hands of local residents and visitors to the city.

Alana Ennis, HullBID Projects and Events Manager, said the next step will be to keep people up to date with new ventures by developing a website.

"Experience Hull does a great job of showcasing the quality of our night-time economy venues now and the website will add a new dimension," said Alana.

"The City of Culture success, the Purple Flag achievement and the buzz which comes from having so many great festivals all combine to attract more investment into the city and we are working hard to let people know what's going on."



HullBID's Projects & Events Manager Alana Ennis with the new guides.

[Download a copy of Experience Hull](#)
web: www.experiencehull.com



Chair's statement

Jim Harris, HullBID Chairman

After a remarkable and very successful 2013 the HullBID team are relishing the challenge of surpassing those achievements in 2014. We were heartened by the great news in November that Hull had been selected as the 2017 UK City of Culture, and the renewal of our Purple Flag status had been confirmed. HullBID is already known for our hugely successful programme of events in the city, including Hull Fashion Week and the YUM! Festival and we are committed to building on these successes – and working with the 2017 delivery group – to ensure we maximise on the tremendous opportunities these awards have given the city.

The HullBID team

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



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Your HullBID

Q

How can HullBID help your business?

A

You can book a visit from our dedicated Business Liaison Officer, Melanie Toogood, who will meet with you in person to discuss how HullBID can help your business or organisation. To arrange an appointment please email melanie@hullbid.co.uk, or call Melanie direct on 07889 720 625.

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