

Be a
part
of it //

**fruit
market**
HULL



Over 1.2 Million

people visited
Humber Street in 2021

Experience the
heartbeat of Hull.

Full of thriving independent retailers,
a vibrant food and drink scene and
an eclectic collection of arts and
events venues.

This unique waterside district is
also home to a thriving residential
community of young professionals,
families and downsizers, with high-spec
new build apartments and townhouses
located in the heart of the Fruit Market.


Now is your opportunity to join us.

Be a part of
the place
to be //

Over
500 people
living in the
Fruit Market

109 new homes
sold in the
Fruit Market





Two Thousand

workers in the professional
tech and digital sector within or
adjacent to the Fruit Market area

Photo by Tom Arran

Connected



The new £22m Murdoch Connection Bridge connects the Fruit Market to Hull City Centre.

“The opening of Murdoch Bridge has made a massive difference in footfall. I would say I’ve seen double the amount of customers come through the door since the bridge opened. It represents a very obvious, physical connection to the city and has inspired lots of new visitors - and locals - to check out the area and explore what we have to offer.”

- Shaun Barker-Newton, Owner of 19point4

Welcome to the street of **Inde- pendents**





Ophelia

We started off as dried flowers and loose leaf tea and coffee cafe. However the demand for the dried flowers rocketed, so we decided to concentrate on that aspect of the business - as creativity is at our heart. Our offering is in harmony with the stand out independent designers and fellow creative businesses in the area.

“ Being part of the Humber Street community means we never really feel like we’re ‘going to work’.

- Nicola,
owner of Ophelia

”

Our customers are always full of compliments for the store, with lots of “oohs and aahs” at the creations, backdrops and installations we showcase in the shop. The wall of one off bunches and the rainbow selection of stems are a big hit.

Being part of the Humber Street community means we never really feel like we’re going to work. We get such a wide range of visitors to the area it all makes for busy, happy days. It feels like home here, and I love being part of the indie creative vibe. I’d definitely recommend this location to other businesses, as there’s a laidback and friendly community vibe here.

From helping customers with their stem selection to wedding consultations, our diary is getting very full, going into the next year and beyond.

Bert's

We opened Bert's Pizza & Gelato in 2018, as we wanted to bring authentic Italian pizzas to Hull. The location was chosen due to the family friendly area.

“ I would recommend any independent business to come to this area. Everyone is friendly and supportive. There's always a friendly face passing. ”

- Ellie Sandsfield,
owner of Bert's

Based on the success of Bert's Pizza & Gelato we opened Bert's Pasta & Gelato in 2021, in order to bring authentic Italian dishes to Humber Street, complementing our pizza restaurant with pasta! The concept came from an experience in London, when we enjoyed a selection of small plates of pasta - which were perfect.

Our customers' reactions have been fantastic. We knew initially it would take some time to understand our concept but everyone has jumped onboard and thoroughly enjoyed it. We see a lot of regular faces - but it's also great to meet and introduce Bert's to those who have never been.





19point4

I moved to Hull in 2011 and had seen the Fruit Market area develop. I thought that it would make the perfect location for my first business venture. And I was right.

I opened 19point4 in November 2018. When I first opened, I was stocking womens and menswear. When covid hit, I took the opportunity to diversify and have now grown a significant homeware collection here that's selling really well.

I get nothing but positive feedback from those who come here for the first time. Out-of-towners are always blown away by the range of retail and leisure we have here.

There's a really nice, supportive community feel with the other business owners here.

To anyone considering opening up their own space in [the] Fruit Market, I'd say: do it! It's the best part of Hull.

“

Fruit Market
is the best
place in Hull.

”

- Shaun Barker-Newton,
owner of 19point4

Photo by Tom Arran

The Deep

Just a 3 minute walk
from the Fruit Market.

Photo by Dan Smedley

Bonus Arena

Just a 5 minute walk
from the Fruit Market.

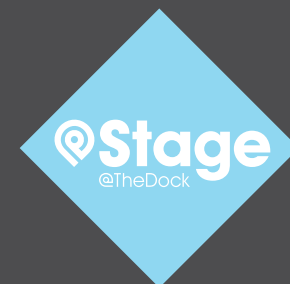
Take to the stage

“

We chose the amphitheatre for our production of Romeo and Juliet in summer 2021 as it provided such a compelling setting as a backdrop for the production. It was the first time we had performed out of the building for some time and the location was perfect, and a key factor in us attracting 42% new audiences. Many patrons took advantage of the great hospitality offer around the amphitheatre resulting in the production becoming one of the must-see events of the summer!

”

- Janthi Mills-Ward
Executive Director
of Hull Truck Theatre



Throughout the summer season, come rain or shine, performances at our 350 person capacity open air amphitheatre, Stage@TheDock, can be enjoyed.

Humber Street has also be the main focus of many street events, including Humber Street Sesh, Freedom Festival and Christmas Laser Light Shows.

As well as events, Humber Street is also the home of the Pop-Up in which local artists and creators can use the space to showcase their work or host a workshop, all helping to bring that cultural experience to the Fruit Market area.



350

person capacity
amphitheatre



Living in the heart- beat of Hull

Hull's contemporary urban village, with a collection of 1, 2 & 3 bedroom mews-style homes arranged around private courtyards.

We have carefully considered materials, details, colours, scale and shapes to create a modern and visually stimulating take on the history and heritage of the Fruit Market.



State of the art parking



350 car parking spaces
available at the Fruit
Market Multi Storey Car
Park, open 24/7 - including
EV charging points

Become a part of it



Let's bring your
vision to life at the
Fruit Market.

taw@wykeland.co.uk
01482 320 968

fruitmarkethull.co.uk

Wykeland BEAL

in partnership with



**fruit
market**
HULL