



# Successful Applicant: Hoba

Awarded £10,000 for water, gas, electrical, CCTV system and new extraction hood



Interview with our Grant Advisor, Crover:  
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## Tell me about yourself and Hoba.

I'm Hope Bainbridge (she/her) and Hoba is a Berlin style kebab restaurant focusing on fresh food and healthy options at 23-25 St Augustines Parade, BS1 4UL.

I started the business five years ago as a street food market stall on the Harbourside just across the road from the new restaurant. At that point it was just me in the business, roping in friends and my brother to help with the stall and various different pop-ups.

We've been based in Kongs on King Street for the last two and a half years. Initially it was just me and my partner Annie in the kitchen, then we took on Danny as head chef and started building a team from there.

## How is Hoba different from a standard kebab house?

We don't use any donner meat. Everything is fresh and grilled on site. We use quite unusual flavours in our sauces, marinades, and fresh ingredients to give the kebab our own interesting, healthier twist!

All of our bread is made bespoke for the restaurant. We spent months with several bakeries trying to nail the recipe and we now offer something unique based on Berlin style kebabs. Importantly, we've never tried to be an authentic kebab house. We're doing something new and different, and we've worked hard to create an interesting, inclusive restaurant space that doesn't take itself too seriously.

*'Everything is fresh and grilled on site. We use... unusual flavours... and fresh ingredients... Our own healthier twist!'*

## How has Hoba diversified the Harbourside?

We give the Harbourside a slightly different edge to the other businesses here. We're openly very proud that the business is run by two women in a relationship and focus on inclusivity throughout our team, and who we hire and serve.

There could be a lot more independent business here. At certain times of the day and night the Harbourside doesn't currently feel like a safe space. We really want to help to change that. There are lots of places in Bristol that are supportive and inclusive, but I feel maybe the city centre has been a little left behind on this and it's time for some positive change.



### Has your experience as a chef helped prepare you to run a hospitality business and lead a team?

No one prepares you to run a business. There's no guidebook, you just have to learn as you go along. As a chef I've learned to cope well with stress in a time-pressured environment in which things often go wrong!

It's an enjoyable and interesting industry to work in because everyone is so helpful. When I ran my first market stall, I assumed all the traders would be competing against each other and it might be quite dog-eat-dog, but it wasn't at all. The hospitality industry is a community, and we all look after each other.

It's amazing to grow and learn within this environment from the support from my amazing team and my partner Annie. We feel like a family as we all get on so well. It's important to me to create a culture in which everyone looks after each other.



### What commitments does Hoba make to sustainability?

Sustainability is really important to us.

We ensure all of our packaging is either completely plastic free or compostable. We only use local suppliers, and our bread is delivered by bike to reduce carbon emissions. We spent a lot of time researching the most sustainable waste options and all the meat we serve is free range and travels just 20 miles to get to us from a local farm.

We're constantly looking at ways we can improve and at how we promote our commitments to our customers.



*'We've created a team that feels like a family... It's important to me to have a culture in which everyone looks after each other'*



*'This grant has allowed an independent business to come to an area that usually only attracts national chains'*

## How does Hoba make Bristol a better place for our residents?

No one else in Bristol has a similar product or offering to us. We've created somewhere special for people to come to eat and come to work for us. People apply for jobs with us because we're inclusive and make them feel comfortable in themselves.

It's made Annie and me really happy to realise the effect we're having as an employer. People should come to work to feel safe and be themselves, whoever they are.



*'No one else in Bristol has a similar product to us.'*

## Visit Hoba

23-25 St Augustines Parade, BS1 4UL

Web: [hoba.ltd](http://hoba.ltd)

Email: [hello@hoba.ltd](mailto:hello@hoba.ltd)



## How has this funding helped you to trade and achieve your goals?

We couldn't have opened without it! It's allowed us to take on a larger space than we would have done otherwise. This grant has allowed us, as an independent business, to come to an area that usually only attracts national chains.