



HULL CITY CENTRE BID RETAIL FORUM
HELD AT 34-38 BEVERLEY ROAD, HULL
12TH JUNE 2007

PRESENT

Eric Silver	Leonard Silver Menswear (Chair)
Ken Baldwin	Hull City Centre BID Ltd
Kathryn Neilson	Debenhams
Karen Hodgson	Viking FM
Ian Bough	Hull City Centre BID Ltd
Sarah Jackson	Hull City Centre BID Ltd
Ian Kelly	Hull & Humber Chamber of Commerce
Alan Phelan	Hull City Council
Paul Marshall	Board Patrol
Kurt Stansfield	Argos
Mark Wilson	Scarlets Café Bar
Peter Chapman	Hull Indoor Market

1. Apologies

Apologies were received from Mike Killoran, Rob Nicklas, Yvette Stafford

2. Minutes

The minutes of the meeting held on the 25th April 2007 were held as a true and correct record.

3. Matters Arising

• **BID Retail Forum Mission Statement**

“The Retail Forum operates as a sub-committee of the BID, with the objective of ensuring the retail community has a strong voice and a direct feed into the BID Board on all issues relating to the retail environment.”

• **How to attract more people to shop in Hull City Centre**

All of the retailers in the city centre had been sent out a questionnaire asking for their views on the positives and negatives of shopping in Hull. So far only six have been received back. The BID team are putting on more events to entice people into the city centre, the concern of the majority number of the businesses is the balance of the people coming into the city centre, more AB1's (West Hull residents) are needed. A survey recently conducted by Hull City Council showed a lack of independents in the city centre.

There are approximately 850,000 people who are within the 45 minute drive time to Hull, the key dilemma is if they live on the west side of the city Leeds, Sheffield, York and Doncaster are all within very easy reach. We need to try to change the mindset of people so that instead of visiting these other cities they have a day out in Hull.

In order to drive Hull forward we need to identify the weaknesses and work on them, whilst building on the strengths that are here.

Below are some of the **negatives** of shopping in Hull that came from the questionnaires that had been received back:

- Cost of parking
- Unfriendly atmosphere – poverty image
- Public perception at low point
- Lock-up city (shutters come down at 5.30pm)
- Lots of empty shops
- Lack of independent shops
- Not enough visible policing
- Lack of restaurants

The **positives** of shopping in Hull are:

- Good transport links
- Covered shopping – attractive
- Lots of fast food / sandwich shops
- Events
- Plenty of shopping districts offering a different selection of shopping and plenty of opportunities
- Open green spaces in which to relax e.g. Queens Gardens

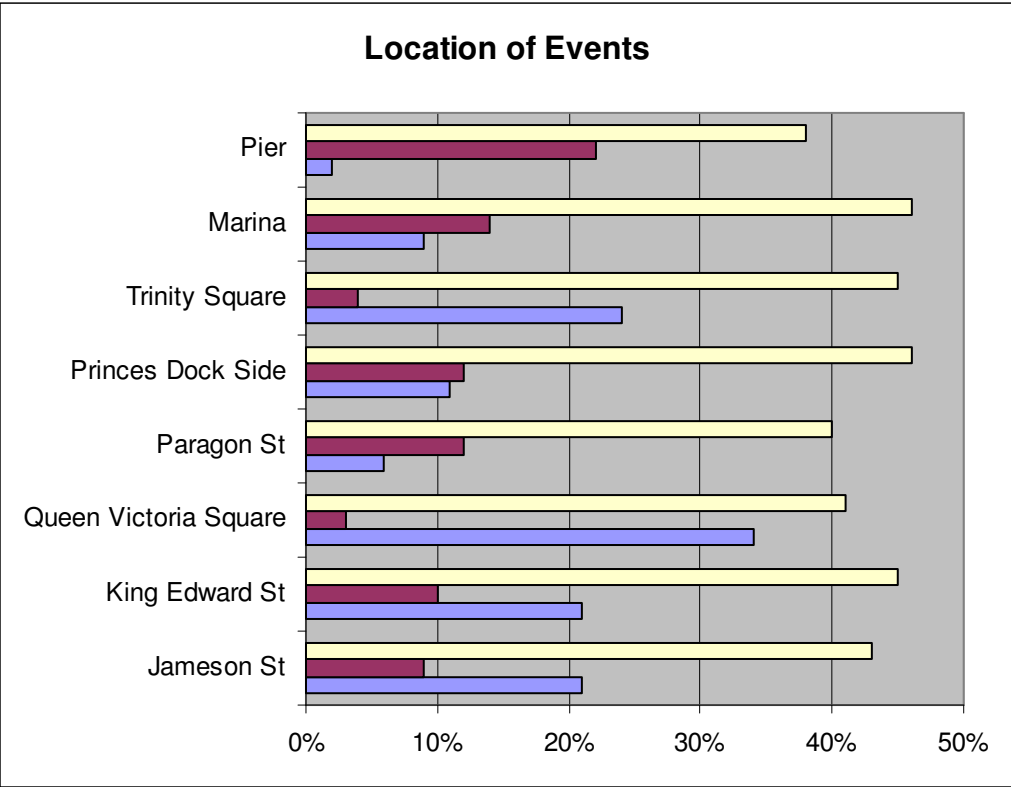
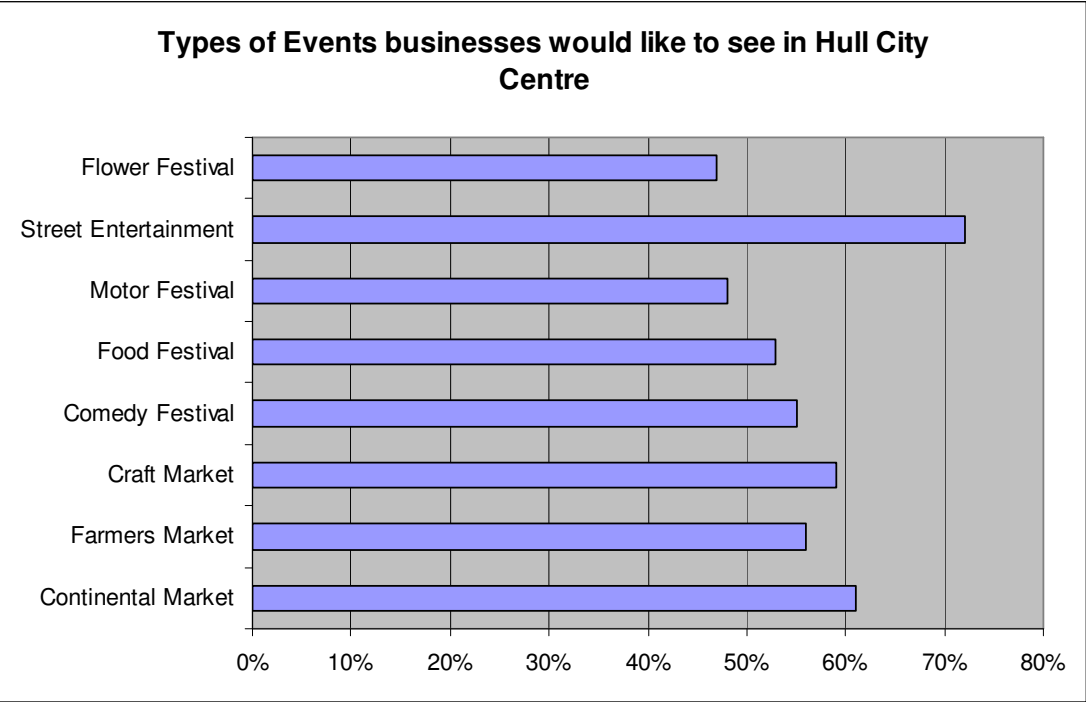
4. **Hull City Centre BID Update**

- **Events**

After meetings with the city centre businesses it has been found that the continental markets that the BID team introduced to Hull City Centre in 2006 are not popular with the businesses. In turn the farmers markets that have recently been introduced into Trinity Square are helping to build up the old town area are proving to be popular with both businesses and visitors into the city centre.

A questionnaire had been sent out to all of the businesses in the BID asking them to fill in which events they would like to see in the city centre and the ideal location for events to be held (please see graphs below for details):

The event that is most popular is street entertainment, as this brings in the middle class ABC1's, is this something that we should be trying to persuade to come into the city centre?



- **Cleaning**

The BID are spending a lot of effort on cleaning, their efforts are primarily concentrating on getting rid of graffiti, maintaining street furniture and removing

chewing gum from the pavements. When Britain goes Smokefree on the 1st July this problem has been anticipated to get worse.

- **Policing**

The BID is funding selective policing measures and has funded the team of six City Centre Ambassadors.

All of the businesses that attended the meeting were asked to comment what they thought about Hull City Centre:

- **Argos – Market Place**

- Footfall has stayed steady
- Viking FM is a good PR vehicle when it's positive
- The press tend to push out the negatives on Hull
- Strong point in the city is the museums and the Deep

- **Board Patrol – Savile Street**

- York offers a full package e.g. buskers, Hull needs to improve it's package
- More specialist shops e.g. surf / ski / snowboard
- Disappointed by lack of support from other businesses in the city centre
- Jet washing of stones take sand from between them and loosens the stones

- **Debenhams – Prospect Street**

- Attractive City
- Fragmented
- Poor Navigation
- Better Signage / Maps
- People not sure of what is available to them
- Remind people in Hull of the museums
- Needs better seating

- **Scarlet's – Princes Dock Street**

- Not enough speciality retail to entice the high spenders
- Saturday daytime issue of groups of youths gathering in the city centre can be intimidating
- More litter enforcement
- Parking – too expensive

- **Alan Phelan – Hull City Council**

- The events are making a big difference by bringing more people into the city centre.

- **Viking FM**
 - More entertainment
 - Vibrant atmosphere
 - Better demographics
 - Bring new brands into the city centre

- **Christmas 2007**

It has been confirmed that the Christmas light switch on has now been changed to Sunday 18th November 2007. Hull BID are helping to put together an entertainment programme for the whole of the day of the 18th, with the possibility of a procession, reindeer, carol singers from schools.

Karen from Viking FM gave a presentation on the proposed Christmas Theme 'Wish Upon a Star', the benefits are to:

- Bring more shoppers into the city centre which will increase the local economy
- Increase footfall at major events i.e. Christmas Light Switch on
- Raise awareness of the wide range of retail stores available in Hull
- Create a feel good factor through Hull and the East Riding

- **Ideas**

- **Schools Wishes** – Viking FM and Hull BID will produce school packs which will be distributed throughout Hull & the East Riding. We want children to create a decoration for the City Centre Christmas Tree which will have each child's Christmas wish attached. These will be collected prior to the light switch on and one wish will be selected to come true, the rest will then be placed on the tree over the Christmas period. The Winner will be announced at the light switch on.
- **Wish Bags** – Recycled paper bags will be handed out to shoppers within the City Centre. On one side of the bag there will be full details of events happening throughout Christmas in Hull. On the other side there will be the Hull BID and Viking FM logo.
- **Wish Wall** – We will place a Hull BID and Viking FM Wish Wall in the market. Shoppers can then place a 'Wish upon a Star' on the wall and one wish will be selected each week and the city centre manager will make their dream come true.
- **Christmas Countdown** – from the 1st December up to 24th December we will play a competition on the Viking FM breakfast show. Listeners will be asked to call for the chance to open that day's advent door. Behind each door is a prize, this could be anything from an Ipod to a carrot, on Christmas Eve the lucky person to open that days door will win £1000.
- **Night Time Economy** – using the night buses a star will be placed under a seat on the bus, the lucky person to find the star will win a prize. This will encourage people to use the night buses available.

- **Date of Next Meeting**

The date of the next meeting is Tuesday 14th August 2007, 5pm at The Chamber of Commerce, 34-38 Beverley Road, Hull