



**Present**

Denise Anderton (Chair)	Hull and East Yorkshire Community Foundation
Steve Trynka (Vice Chair)	Rollits
Ian Kelly	Hull & Humber Chamber of Commerce
John Holmes	Hull Forward
Steve Allbones	Viking FM
Cllr Calvin Neal	Hull City Council
David Laycock	St Stephen's
Mike Killoran	Princes Quay
Victoria Jackson	Kingston Recruitment
Amanda Austin	Prospect Centre
Steve Tradewell	True-Budget Accommodation

In attendance:

Ken Baldwin	Hull City Centre BID
Kathryn Shillito	Hull City Centre BID
Jeremy Coupland	Hull College
Insp Lee Edwards	Humberside Police
Kevin Priestley	Hull City Council
Janet Reuben	VHEY
Nick Pontone	Chamber of Commerce (Company Secretary)

**1. Apologies for absence**

Apologies were noted from Mark Jones.

**2. Introductions**

The Board welcomed Kathryn Shillito into her new role as the BID Project Co-ordinator.

**3. Minutes**

The minutes from the meeting held on Wednesday 26<sup>th</sup> November 2008 were agreed as a true and correct record.

**4. Matters arising**

Board vacancy – Ken Baldwin reported that the vacant BID board position had been advertised on the website and an item would appear in the next newsletter.

Press release – John Holmes reported that the press release highlighting positive news on retail performance in Hull city centre had been sent and received good coverage.

**5. Business and Financial Plan 2008/9**

Ken Baldwin reviewed the key aspects of the BIDs draft Business and Financial Plan for 2008/9 and commented that the issue had been discussed in detail at the BID Finance

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and Audit Committee. He reviewed the key points relating the BIDs primary objectives of safety & security, maintenance and cleanliness; marketing and events; signage and information; evening economy and communications. Keb Baldwin updated on ongoing discussions with various partners regarding the BIDs role in radio systems and it was agreed that a proposal would be brought to the next Board meeting.

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The public status of the document was considered. It was agreed that the agreed Plan would be published to provide full transparency to levy payers. Board members highlighted various minor amendments to the text to correct spelling or provide greater clarity and it was agreed these changes would be made.

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Janet Reuben commented that the Plan should be 'smart' with more information on performance indicators. It was noted that the section titled 'measuring the benefits' captured some of the key areas on which performance would be evaluated. The Board agreed measuring and reporting on performance was important to be able to demonstrate the impact that BID was having, although this was easier for some activities than others so a rigid and bureaucratic performance system was thought to be disproportionate given the nature of the BID.

The Board discussed improving the co-ordination and marketing of events in the city and partners were already working on a joint events diary. The importance of communications was discussed more widely and it was felt a meeting with the Hull Daily Mail should be set up to talk about coverage of city centre issues and trading performance to ensure balanced reporting during the recession.

KB

A number of other issues were discussed and some alterations to the text were made including the 'Blitz the Streets' campaign and the future provision of markets. Board members were asked to submit any further comments to Ken Baldwin and with these amendments and comments noted, the Plan was approved.

All

The minutes of the Audit and Finance Committee meeting held on 17<sup>th</sup> December 2008 were noted. The Board discussed the potential impacts of the economic downturn on the BIDs finances and it was noted that the budget assumptions were conservative in their estimates of income and it was felt there was sufficient flexibility in the figures. The Hull Forward contribution was also discussed and John Holmes reported that the next years funding would be considered shortly by the Hull Forward board as part of their business planning process. It was reported that action was proceeding against non-levy payers.

## **6. Three Month Management Accounts to 31<sup>st</sup> December 2008**

The Board noted the three month management accounts and balance sheets to 31<sup>st</sup> December 2008. The Board discussed a number of issues including the costs of the ambassadors/BID support officers and management and staffing costs. Cllr Neal highlighted that the BID budget made provision for staffing costs of £96k for the year whereas the budget figure in the three month accounts was £19k which would total £76k for the year. The Board asked for these figures to be clarified.

IK

## **7. City Centre BID Managers Report**

Ken Baldwin reported that the latest footfall figures showed the whilst footfall was down slightly compared to the corresponding months in the previous year, it was holding up significantly better the regional and national averages. He reported that the Christmas brochure had been very well received and would be further developed for 2009 and decisions about Christmas activity would need to be taken relatively quickly to put the necessary arrangements in place. Kathryn Shillito reported on the findings of a Christmas trade questionnaire which the BID had undertaken.

Ken Baldwin reported that 133 pieces of graffiti had been removed by the BID since November and the BID Support Officers were talking to lots of businesses on a regular basis. He commented that the BID had stopped the Farmers Markets and the number of

traders was lower than the contracted 20 and the mix and quality were not thought to be high enough to deliver the benefits to the city centre. The position was being actively reviewed. Mike Killoran highlighted that he had temporarily offered traders pitches on Princes Dock Street to try to keep them in the city. The promotion of the Farmers Markets were discussed. Permission was needed to place large banners advertising the markets and Cllr Neal indicated that the BID would need to go through the appropriate process should it wish to have such banners in the future.

Insp Edwards updated the Board on current issues relating to the policing of the city centre including the additional resources the BID had invested to support additional operations and patrols totalling 320 extra hours of high visibility policing. This had resulted in several arrests for theft and illegal trading; 40 stop and talks or stop and searches and reductions in shop theft and burglary during the period of the operations. The BID Security Forum was also working well in helping share information between the Police and major stores.

The Board discussed the perceptions of crime in the city and highlighted that good progress was being made in making Hull a safer city but that 'fear of crime' was a lagging indicator. Communications to send more positive messages about safety in the city centre were thought to be a priority.

#### **8. Hull City Council City Centre Report**

Kevin Priestley said that the Blitz the Streets campaign was getting moving and redundant street furniture would start to be removed shortly. Over 100 bollards would be removed from the city centre. Empty unit management was also being explored and some improvements to the boardwalk were planned to link the Deep with the Museums Quarter. There was a review underway looking at the issues relating to areas of major visitor flows, and this included the opening times of museums as well as streetscene improvements and lighting projects. John Holmes reported that the Whitefriargate study was still due for publication in the third week in February.

Kevin Priestley reported that a new entrance to Queens Gardens was planned with various other improvements in the area to improve access and open up the public space. It was suggested that the design boards be made available for Board members to look at immediately before the next Board meeting.

The Board were pleased with the positive progress being made and asked that Nicola Yates be invited to the next meeting. Cllr Neal suggested holding the meeting in the Guildhall and reviewing the Queens Gardens design boards before the meeting started.

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#### **9. Press Log**

Kathryn Shillito reviewed the BID press log and also highlighted other recent articles of interest to the city centre.

#### **10. Any Other Business**

Hull College – Jeremy Coupland reported on the ambitious plans for the Hull College campus and offered to keep the Board up to date with the progress of the potential redevelopment.

Car parking – Mike Killoran asked why two hour parking had been cut from £1.80 to £1.60. Cllr Neal indicated he would respond to Mike Killoran and that the proposals were part of the Council's budget which would go to full Council next month.

CllrN

#### **12. Date of Next Meeting**

The next Board meeting would be held on Tuesday 17<sup>th</sup> March 2009 at 10.00am.