



Minutes of the Hull City Centre (BID) Ltd Board Meeting

34-38 Beverley Road, Hull
Tuesday 21st July 2009

Present

Denise Anderton (Chair for items 1-3)	Hull and East Yorkshire Community Foundation
Victoria Jackson (Chair from item 4)	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Steve Allbones	Viking FM
Cllr John Robinson	Hull City Council
Mike Killoran	Princes Quay

In attendance:

Richard Duxbury	Hull Daily Mail
Ken Baldwin	Hull City Centre BID
Kathryn Shillito	Hull City Centre BID
Phil Overfield (for item 7)	Hull City Centre BID
Kevin Priestley	Hull City Council
Insp Lee Edwards	Humberside Police
George Tambaros	The Omelette
Anja Hazebroek	Hull Forward (for John Holmes)
Jacqui Reilly	National BIDs Advisory Service
Nick Pontone	Company Secretary

1. Apologies for absence

ACTION POINTS

Apologies were received from John Holmes, Mark Jones, Steve Trynka, Janet Reuben and Steve Tradewell.

2. Board Membership

The Board recorded their thanks to both Amanda Austin and David Laycock who had resigned from the BID Board following their departures from Prospect Centre and St Stephens respectively.

Denise Anderton reported that she was also resigning from the Board as she had accepted a new job. She indicated that Joanne Smith from the HEYCF would be interested in the vacant directors post. It was agreed that the Board would consider this as part of any appointments process.

3. Election of Chair

Ian Kelly reported that he had circulated an email to directors asking for expressions of interest in the now vacant position of Chair. No nominations had been received.

Directors were therefore asked to make nominations at the meeting. Victoria Jackson was nominated and agreed by the Board to become Chair of the BID.

Victoria Jackson thanked Denise Anderton for her contribution to the BID as a director and Chair and wished her well for the future.

4. Presentation: National BIDs Advisory Service

Jacqui Reilly, BID Director at the National BIDs Advisory Service gave the Board a detailed presentation on the current position of BIDs at a national level.

Jacqui Reilly reported that 93 successful ballots had been held since the legislation was passed in 2004 and the five year term meant that the first BIDs were now coming up for renewal. 62 of the approved BIDs were in town/city centres, 21 on industrial estates, 2 focused on leisure and 1 district wide. The overall turnout across all BID ballots was 46%, much higher than for local elections for example, with 74% of businesses voting in favour.

Jacqui Reilly provided a number of examples of good practice from BIDs across the country. These included Kingston BID who held three licences for taxi ranks outside nightclubs and employed an evening economy officer to liaise between clubs and Police; Rugby who had purchased vehicles which carried the BID branding to remove chewing gum and wash the streets; Bedford BID who struck a deal with a local radio station to promote shopping in Bedford and not any other rival centres; Leamington Spa BID who designed and printed laminate maps of independent traders and displayed in vacant retail units; Bristol BID which banked all levies for three years which raised £1m and then levered in more funding to fund a £7m package of public realm improvements; and Leamington Spa BID which funded pitches at a popular local food fair and gave them to local independents. She also highlighted the ways in which some BIDs had worked to reduce costs for businesses e.g. the Rugby BID which offered discounted radio and newspaper advertising and reduced insurance costs as a result of the safety and security activity of the BID. She also referred to the Bedford Voucher scheme which had been signed up by the vast majority of traders including all nationals, whereby the Bedford voucher could be redeemed in any store in the BID area.

Jacqui Reilly then set out the national experience on successful BIDs coming up for renewal and highlighted that BIDs needed to understand the regulations around the ballot; list key achievements and communicate them effectively to show the difference the BID has made in the past and could make in the future; and develop a clear proposal to levy payers.

A number of challenges were set out for BIDs which included:

- Have BIDs delivered what they said they would and have they shown an ability to respond to what levy payers wanted?
- Does the Board work effectively and provide leadership and credibility with levy payers and partners?
- What are the key messages for a BID and how are they communicated?
- Can a BID evidence value for money by quantifying a bottom line benefit to levy payers and/or the designated BID area e.g. by attracting match funding?

The Board raised various issues including:

- The process for holding the ballot, and it was noted that a number of BIDs used the Electoral Reform Society as Hull had done in 2006. Jacqui Reilly advised that BIDs should campaign, but not get involved in the organisation of the ballot.
- The communication of BIDs achievements and activity was vital and needed to demonstrate visible and measurable positive benefit to levy payers. It was felt that this was a continual process rather than a short campaign after five years. Both 'decision makers' and 'influencers' within businesses needed to understand the value of the BID and a good information management system was critical.
- The scope for exemptions for renewed BIDs and Jacqui Reilly said a number of BIDs had certain categories of businesses that were exempt but that a sound reason was needed e.g. where it would cost more to collect the levy than it brought in.

The Chair highlighted that the presentation had raised a number of interesting issues and ideas which the Board would want to consider and she thanked Jacqui Reilly for her presentation.

5. Minutes

The minutes of the meeting held on Tuesday 12th May 2009 were agreed as a true and correct record.

6. Matters arising

Queens Gardens – Kevin Priestley reported that the scheme had been rejected by the Planning Committee. Some elements such as power and water would still go ahead. Mike Killoran asked whether the budget would be reallocated for other improvements and Kevin confirmed they would be available for projects elsewhere in the city centre.

Cigarette Disposal – Kevin Priestley reported some additional bins would be provided.

Finance – Mike Killoran asked if all of the monies had come through from the Council. Kevin Priestley reported that BID owed circa £10k to the Council, although it was unclear whether this included the levy that had come in from Tesco. It was agreed that an update would be provided for the Chair of the Finance Committee.

KP

Ken Baldwin asked whether the next payment from the Council would come through in July and how much of the BID levy had been collected so far this year. The Chair asked Kevin Priestley to liaise with the Council's finance team and provide this information to Ken Baldwin.

KP

Clipper – Mike Killoran highlighted his significant concern about the plans to close the A63 Castle Street for long periods during 12th and 13th September 2009 for the Clipper events. He was particularly concerned about the lack of consultation and highlighted that the traffic management would need to be well managed to avoid gridlock. Kevin Priestley reported that the closure was at the request of Humberside Police and the Chair asked Insp Edwards to liaise with his colleagues responsible for the decision and provide an update for the BID to be circulated to Board members.

Insp E

7. City Centre BID Managers Report

Footfall and Crime Statistics - Ken Baldwin reported that data from the footfall counters showed that Hull was out performing regional and national centres.

Figures from Humberside Police showed that reductions were being made in crimes such as shop theft and theft from vehicle which showed what could be achieved when partners worked together effectively.

Evening economy – Steve Tradewell was not present. Ken Baldwin suggested a meeting with the nightclubs to explore ways in which the BID could support them.

KB

Retail Crime Partnership – Phil Overfield joined the meeting for this item and the Board were updated on the background with regards to radio systems operating in the city, specifically those of the BID and Retail Crime Partnership. Ken Baldwin indicated that Citysafe had expressed a preference that there was a single system and Mark Jones and Tracey Harsley had requested a meeting of Citysafe, Police, BID and RCP to discuss. It was agreed that Phil Overfield would represent the BID staff at this meeting. Victoria Jackson and Steve Allbones also offered to attend.

KP

Retail meeting – the Board noted the minutes of the meeting which had been circulated. Mike Killoran reviewed the discussions including the Clipper, Dine Week 12-18 October, Food Festival 4-6 September, Comedy Festival 23 October to 7 November, and Christmas activity including a German Market from 19 November to the end of

December. It was noted that the contract wouldn't be signed until the market gained planning permission.

2018 World Cup Bid – Anja Hazebroek reported on the recent visit by a FIFA delegation to view potential host cities for the 2018 England World Cup bid. The feedback was positive and it was suggested that ideas on how to involve city centre businesses in future visits should be explored to make a real impression on delegates.

8. Hull City Council City Centre Report

Kevin Priestley reported that the lighting in Queen Victoria Square would be improved and that the lighting of public buildings was still going ahead and be ready for the winter.

Mike Killoran asked when the Whitefriargate study would be published. Kevin Priestley reported that discussions with individual stakeholders were being held first. It was suggested by Ian Kelly that a presentation be made to the next Board.

KB

It was noted that a number of banners had been changed recently to promote Clipper and the Freedom Festival.

9. Finance

The management accounts to 30 June 2009 were noted.

10. Any Other Business

External Funding – Ken Baldwin circulated an initial proposal from Hull & East Yorkshire Community Foundation on the ways they may be able to support the BID lever in external funding behind BID priority issues. Further consideration of the proposal was required.

Questionnaire – Ken Baldwin stated that he would circulate a copy of the latest BID questionnaire for feedback and he suggested an 'away day' session would be useful to review the results and future strategy. It was agreed to hold a facilitated half day Board meeting to focus on strategy.

KB

11. Date of Next Meeting

The next meeting would be at 10:00am on Tuesday 29th September 2009 at 34-38 Beverley Road, Hull.

Arrangements would also be made for the 'away day' and a meeting of the Finance Committee.