



**Hull City Centre (BID) Ltd
'Blue Skies' Meeting
Viking FM, Commercial Road, Hull
Wednesday 18 June 2008**

Present

Denise Anderton (Chair)
Mike Killoran
Ian Kelly
Victoria Jackson
John Holmes
Amanda Austin
Steve Allbones
Steve Tradewell
Councillor Calvin Neal
David Laycock

Hull Cityventure
Princes Quay
Hull & Humber Chamber of Commerce
Kingston Recruitment
Hull Citybuild
Prospect Centre
Viking FM
True-Budget Accommodation
Hull City Council
St Stephens

In attendance:

Ken Baldwin
Ian Bough
Kevin Priestley
Nick Pontone (Company Secretary)

Hull City Centre BID
Hull City Centre BID
Hull City Council
Hull & Humber Chamber of Commerce

1. Welcome and apologies for absence

**ACTION
POINTS**

Denise Anderton welcomed Board members to the BID Board Blue Skies meeting which would help the Board to shape the way forward for the BID through to 2011.

Apologies were noted from Mark Jones.

2. Operational Overview:

Ken Baldwin gave a detailed presentation on the work of the BID since the 'Yes' vote in Autumn 2006, including key achievements, activities and a SWOT analysis. The presentation was structured around the five 'cornerstones' of the BID:

- Safety & Security;
- Maintenance & Cleaning;
- Marketing & Events;
- Evening Economy and;
- Access & Signage.

Key points from the presentation included:

- Details of the spending split between the cornerstone issues showing that the biggest investments were in safety & security (40%) and marketing & events (31%).

- Investment in safety and security was a key priority from businesses through surveys and consultation. BID resources and activity had contributed to the 42% reduction in reported crime and the additional policing presence now in the city centre.
- The rapid response team had made a significant impact in reducing graffiti in the city centre. There had also been an improved maintenance regime and a reduction in fly-posting.
- Key events included the Global Food Festival, Farmers Markets, Snow Zone and street entertainment. The BID were collaborating with partners on these and future events.
- Footfall counters provided clear evidence that these events were successful in bringing people into the city centre.
- Evening economy activities had not been a major area of BID spend but it had supported Best Bar None and a late night transport pilot. Taxi Marshalls had been introduced in the city centre through Council funding.
- The Banners and empty unit management had helped improve the dressing and presentation of the city centre. New maps and dispensers were being introduced.
- Communications was through bi-monthly newsletters, a regularly updated website, meetings and forums, and through a very high level of coverage in the local media.

The presentation was completed by Denise Anderton who reviewed a slide showing a SWOT analysis of the BID over its first 18 months:

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Operationally mature	Financial constraints	Partnerships	Unrealistic expectations
Battle hardened	Public relations	External funding	Disinformation
Clear sense of purpose	Lack of association of BID activity	Second BID mandate	Business Rate Supplements

3. The Way Forward to 2011

Board members then had an open discussion based around the key elements in the SWOT analysis. The key points made were as follows:

- Mike Killoran highlighted that Hull BID had an excellent reputation nationally and was seen as an example of how to develop and deliver a BID. It was important that the early momentum is not lost through bureaucracy.
- Ian Kelly highlighted that the BID shouldn't be afraid to take risks and should continue to try out innovative activities which could deliver on BID objectives. The key elements of the BID were successfully running and with the financial position now clearer, the next phase was about 'fine tuning'.
- Ken Baldwin stated that a lot of lessons had been learned from the experience of the first 18 months. Some mistakes had been made and perhaps the BID had tried too many things. A focus on a smaller number of key activities was advocated.
- The survey data presented only included information from Whitefriargate and non-retail businesses. The Board agreed that a survey of all 1400 levy payers should be carried out at the appropriate time to shape future activity and investment priorities.

KB/IB

- Denise Anderton highlighted the importance of maximising limited resources by working in partnership to deliver greater impact. John Holmes highlighted that the city should be proud of how far it had come with the BID compared to many other cities.
- Steve Tradewell commented that events such as Clipper and the Food Festival demonstrated people would come to Hull. Greater confidence was needed, supported by great marketing. Mike Killoran highlighted the need to address Castle Street to open access to the Marina for events. John Holmes updated on the short term improvements but a long term scheme was clearly needed.
- Victoria Jackson highlighted that the BID had a very high press profile. Ian Kelly suggested the BIDs communications should focus on four of five messages which clearly set out what the BID was trying to achieve and how it was delivering. Ken Baldwin suggested a new strapline was needed. It was agreed that branding and messaging was key and it was agreed that a 1 or 2 page communication strategy be drafted for the next Board. KB/IB
- John Holmes stated that Hull Forward had a London based PR company working for them to raise the city's national profile and the BID could link into this for relevant communications. Cllr Neal felt communications and marketing was vital and commented on the recent joint communications plan agreed by Citysafe. The BID could link into this and use the template to ensure clearer communication between its key partners.
- A number of comments were made on the need to address the problem of taxi's. Issues raised included supporting taxi drivers to become 'ambassadors' for the city and increasing the number of taxis operating in the evening and late night economy. It was suggested that a report be commissioned to look at all of the issues relating to taxis which included key recommendations for all partners. KB/IB
- Steve Allbones said the baselines were very important to understand the overall impact of the BID. The SLAs were important in setting this out clearly, but should not be overly bureaucratic. The key was understanding the position on October 2006 and being able to communicate what had changed as a result of the BID.
- Board members raised a number of issues on the amount of external funding secured in relation to the £1m total from levy rate and match set out in the prospectus. Ken Baldwin highlighted that a number of BID ideas such as banners and Street Marshalls had been funded by the Council but would not specifically count as match funding. Ian Bough suggested utilising Landfill Tax Rebate funding for the Trinity Square area and it was agreed to look at this. A greater push on external funding was agreed, using external expertise to help with bids if appropriate, although the BID shouldn't simply chase money. Any funding secured should be based around key objectives. IB
- The BIDs role in the city's events programme was discussed in detail. Close collaboration with the Council and VHEY were felt to be crucial. Different events would require different approaches, from the BID instigating and organising, sponsoring, supporting or merely being aware of and co-ordinating.
- Board membership was discussed particularly in relation to the status of Directors whose businesses had not paid their BID levy. It was agreed that no decisions on this could be taken at the Blue Skies meeting but that it should be an agenda item at the next Board meeting. IK/NP
- There was support in principle for looking at a renewed mandate from 2011 although there were various options available in terms of the BID area, differential levy, timetable and key targets e.g. retail and non-retail, evening

economy etc. The Board felt it was vital that levy payers were fully involved in the process, although it was noted that another ballot wasn't required for more than 3 years and the current focus needed to be on delivering the existing BID. The possibility of Supplementary Business Rates was also noted as an issue for the future and Ian Bough would bring a paper to a future Board.

KB/IB

Board members were thanked for their contributions to what had been a wide ranging and constructive discussion. A number of issues were logged on a flipchart as key areas of focus. These were:

- Evening taxi provision.
- Trinity Church / landfill tax rebate.
- External funding.
- Associate membership.
- BID mandate – develop a framework for 2011 (1p can deliver X. 1.5p can deliver Y).
- Joint communications and link to Citysafe.

4. Date of Next Meeting

The next Board meeting would be held on Tuesday 22nd July 2008 at 10.00am at 34-38 Beverley Road, Hull.

It was agreed to ask Janet Reuben to present at the next Board and it was also suggested that to improve the working relationship, she be invited to become a co-opted member of the Board.

The Chair thanked Viking for hosting the Board and the meeting was then closed.