



**MEETING WITH THE PARAGON AREA BUSINESSES
THURSDAY 17TH MAY 2007, 6PM
HELD AT ROBBIE JOHNSONS, CHARIOT ST, HULL**

PRESENT:

BID Directors present:

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| Mike Killoran | BID Chairman / Princes Quay |
| Rob Nicklas | Thearne Pet Store |
| Victoria Jackson | Kingston Recruitment Ltd |
| Jo Barnes | Hull Citybuild |

In attendance

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| Ken Baldwin | Hull City Centre BID Ltd |
| Sarah Jackson | Hull City Centre BID Ltd |
| Ian Bough | Hull City Centre BID Ltd |
| Malcolm Relph | Hull City Council |

Circa 50 BID levy payers were also in attendance.

INTRODUCTION AND QUESTIONS

Mike Killoran the BID Chairman opened the meeting and welcomed everyone in attendance. He then introduced the BID Board members and staff present. The BID Chairman asked BID levy payers for questions and comments. The following were raised:

- i. Anthony Ketley of Kathmandu stated He was pleased with the Ambassadors, the cleaning of streets, but was against the continental markets as they were competition and the one held on the 10th – 13th May affected his trade compared to previous weeks. He saw no benefit to the market being in the city centre.

The Chairman responded noting that At the BID public meeting held on the 20th February 2007 businesses had asked the BID to conduct further market research from the BID levy payers, in particular asking for their input as to what events they would like to see in the city centre and the location of these events. 6% of levy payers responded to this questionnaire, 58% said that they wanted continental markets to be held in the city centre, 59% said that they wanted farmers markets to be held in the city centre. The Chairman further noted that for every event that the BID wanted to put on, qualitative research would be done, for example on Saturday 12th May an independent market research company interviewed members of the general public who attended

the market. It was agreed that the market did not attract enough new people to come into the city centre and it needed to be marketed better.

- ii. Paul Green of Stuff in South St said He thought markets were a great idea to bring people into the city centre and he asked could the BID have an area that could be classed as a market area?

Ken Baldwin, BID City Centre Manager responded Saying that the BID wanted to bring markets back into Trinity Square, the original market area in Hull. The BID would be introducing Farmers Markets into this area from the 25th May and then every 2nd & 4th Friday thereafter. The Farmers Market had been heavily advertised in the press (HDM, Advertiser & Viking FM) and leaflets had also been produced.

- iii. Ted Johnson, Johnson's Butchers said He had been in contact with 150 businesses, some of whom said that the continental market didn't help their business, they it harmed it. Mr Johnson wanted re-assurances that this would not happen again.

It was indicated that no more specialist continental markets had been planned for the year, however there would be a Global Food Festival taking place from the 23rd – 25th August in King Edward St, Queen Victoria Square, Queens Gardens Fountain Area and Jameson St that would be all food stalls, showing food from around the world, it was also noted that activities for Christmas 2007 had yet to be agreed.

- iv. Dave Green, Alan's Fruiterers said That he had done some market research in his shop and 1500 people did not want markets in Jameson St and King Edward St.

A BID levy payer asked if local businesses could take a stall on the markets and who had bought the stalls?

Ken Baldwin BID City Centre Manager replied That the market stalls had been bought via money from Citybuild, the market stalls could be hired for nothing by BID levy payers, for certain events taking place in the city centre and any businesses outside of the BID area wishing to hire a market stall would be charged for the use of the stalls. If any of the BID businesses wanted to take a stall at the Food Festival they could do so.

- v. Maddie Larvin of Hull Cheese said Trade had been decimated by people moving out of the area, their business had to work closely with the Humberside Police and followed their guidelines, but at the Christmas market in 2006 there was a stall selling beer yet local licensees were not allowed to do this. There was also no mention of the night time economy in any of the initiatives.

Ken Baldwin BID City Centre Manager replied That the BID was doing a lot on the night time economy, they were supporting a Comedy Festival that was being held throughout the city centre in October and November, the BID was also trying to kick start the early evening economy by trying to get the traders to open later in the evening. The BID was supporting 3 Royal Opera House events that would be shown on the Big Screen and they also continued to support the evening street marshal scheme.

Ian Bough BID Operations Manager pointed out that The BID had match funded with the local authority the monies for the Street Marshals, this funding was until March 2008, if the BID had not put the money forward for this service the street marshals would not now have been available.

- vi. A trader asked why the BID supported the Ambassadors given that they were not SIA trained?

Ian Bough BID Operations Manager replied That SIA training for the Ambassadors was taking place shortly, they did help reduce crime and they were a quick time response team. They enabled PCSO's and Humberside Police to tune into and free up response times and they were also linked into the Retail Crime Partnership Radios. The Ambassadors were also one of the most popular elements of the BID programme. However, it was agreed that the Ambassadors in the daytime provided a good facility but needed to link better with the evening economy.

Ian Bough BID Operations Manager also noted that The BID had in its Business Plan a budget for policing until March 2008 (this was mainly daytime policing), policing in the city centre had always been an issue. The BID had negotiated additional resources within the Neighbourhood Policing Team which started on the 4th June. It was highlighted that on the 31st March 2007 SRB funding of additional policing in the city centre had ceased. The BID were now working to improve on this situation with special operations which the BID had secured, for example an additional 3 PCSOs & 3 Police Officers had been used and Myton Ward had been split into 2 so that the city centre was not linked in with the Great Thornton Estate.

- vii. Dave Green of Alan's Fruiters asked If the city didn't have a BID how many police would there have been in the City Centre, he asked why should the businesses pay for more?

Ian Bough BID Operations Manager replied That if there was no BID there would have been 1 Police Officer in the City Centre and that particular Police Officer's job would also have included covering the estates and there would also have been 3 PCSO's. The BID had negotiated more resources for the city centre, he noted that a lot of research had been done regarding this issue by speaking to other cities. It was felt that if the BID had bought a police officer it would not necessarily have got a good quality officer and there was no easy structure available to monitor if the police officer purchased by the BID had made a difference. The Hull BID was therefore paying for additional police hours for specific campaigns that met the BID's objectives.

- viii. A levy payer asked What would happen if a business did not pay their BID levy? Mike Killoran the BID Chairman answered That the business would get fined through the courts.

- ix. A levy payer asked why more independent businesses couldn't be on the BID Board? Mike Killoran BID Chairman noted That there were currently 2 Board vacancies that had been advertised in the BID newsletter, prospective candidates would be interviewed by Victoria Jackson, Ken Baldwin, Ian Kelly and Mike Killoran. It was also asked if Victoria Jackson got paid for doing this. The Chairman answered was no.

Victoria Jackson of Kingston Recruitment explained how she got involved with the BID i.e. having listened to Ken Baldwin explain the concept of the BID,

how Hull needed to look after what it had and how it wanted people to come back into the city centre. She explained that sitting on the BID Board there were many things to take into consideration e.g. the Council and Humberside Police issues and it was often frustrating as “you can’t always get what you want,” she said but as a Board she felt they would always listen to the levy payers.

- x. A levy payer asked why the levy payers couldn’t vote the Board members onto the Board, as the Paragon businesses want some representation on the board, but the person specification requirements to become a board director were too high. Rob Nicklas commented that He had put in a lot of time helping to win the BID along with other members of the original steering group, and therefore they as a Steering Group had been given the first chance to sit on the BID Board and in his case to represent independent traders including those within the Paragon area.

It was suggested that Mr Townend of Hull Cheese put his name forward, and if any of the other businesses wished to do the same the Chairman was willing for them to be given another week in which to submit their CV’s.

Ken Baldwin noted That for ease of purpose the BID had split the city centre into 9 zones, each zone had different businesses and different requirements from the BID.

- xi. A levy payer asked if reason for splitting the city centre was to divide and conquer and play one zone off against another?

Jo Barnes of Hull Citybuild replied That she had read the minutes of the other area meetings that had taken place, they all had issues that they wanted resolving, but had also come out with some brilliant ideas for the BID to take away and work towards. She also mentioned that there were also some negatives that would be analysed.

- xii. Pete Townend of Hull Cheese asked If there were any views on the Paragon Area?

Ken Baldwin responded That although it was clear that some of the traders in the Paragon Area did not want continental markets, this was part of the original business plan that many businesses had voted for and the BID had been won on five themes including:

- Safety & Security where the Ambassadors were working well. On additional policing were the strong view of the BID Board was they would not be able to control paid for Police Officers, therefore the better option was to have short, sharp operations where the benefits could be seen to all.
- Cleaning & Maintenance where the cleaning teams had been out removing graffiti in the pedestrianised areas and Cityworks were now covering the old town area. Both teams were looking at chewing gum removal and street cleaning in particular.
- The Evening Economy where the street marshals were operating, looking at early evening events. The BID were also lobbying Hull Council to try and extend early evening car parking hours

- Marketing where the BID was looking at festivals, much more street entertainment and markets, i.e. different things to suit different people as Hull currently loses 50% of people who live in and around Hull to other shopping areas.
 - Access & Signage looking at banners, this was a BID idea but one that the BID did not pay for in the end, Hull Council did. Hull City Centre maps and dispensers where again the BID was not paying for these, the money was coming from Citybuild. The BID were also currently building two websites, one for visitors and residents coming into the city centre and one for BID levy payers. Empty Unit Management was another big issue and was being introduced to cover the windows of empty properties and any unsightly mess, again this was being paid for by Citybuild.
- xiii. Mike Killoran the BID Chairman said To help the Paragon businesses the BID needed to know what they wanted?

Levy payers mentioned in reply That Paragon St last year didn't have any Christmas lights.

Ken Baldwin noted That the BID was putting money into lighting up Hepworth Arcade this year.

- xiv. It was asked if it was true that Hepworth Arcade didn't have to pay their BID levy?

Ken Baldwin replied Yes they did, he noted the BID would look to see if there was any money for Paragon St Christmas lights in coming years.

- xv. A question was raised about the Post Office on Chapel St and if it would be moving to WH Smith in Whitefriargate?

Dave Green of Alan's Fruiters commented That if it was it would be great as it would help the footfall down Whitefriargate, he also said that the city centre needed a safe atmosphere and everyone needed to work together.

CONCLUSION

Mike Killoran the BID Chairman concluded That all of the zones in the city centre needed to work together and he thanked Mark & Phil at Robbie Johnsons for their kind hospitality and particularly for allowing the BID to use their premises for the meeting.