



Present

Steve Trynka (Chair)
Mike Killoran
Ian Kelly
Victoria Jackson
John Holmes
Amanda Austin
Steve Allbones
Steve Tradewell
Councillor Calvin Neal

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

In attendance:

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

Hull City Centre BID
Hull City Centre BID
Hull City Council
SJW Accountants / Chamber
Hull & Humber Chamber of Commerce

1. Apologies for absence

**ACTION
POINTS**

Apologies were noted from Denise Anderton, Mark Jones, Jeremy Coupland and Lee Edwards.

It was noted that Lee Edwards would like to succeed Insp Andy Foster as the co-opted attendee from Humberside Police. The Board wished to place on record their thanks to Insp Foster for the significant contribution he had made to the BID and policing in Hull city centre and agreed that Lee Edwards be invited to replace him.

2. Minutes

The minutes of the last meeting held on Tuesday 6th March 2008 were agreed as a true and correct record.

3. Matters arising

Banners – Ken Baldwin reported on discussions he had held with Caroline Woodhouse at Hull City Council and it was noted that the Council had a full programme for banners planned with most booked out for the rest of the year. Kevin Priestley emphasised that the purpose of the banners was for community messaging but a discreet sponsors logo would be permitted as part of a banner with a community message. He highlighted that the Council would not expect the BID to make any surplus from securing sponsorship from banners. Ken Baldwin suggested the need for more work on a clearer overall strategy for the banners as there was still some fragmentation at present in parts of the city over messages. The Chair asked Ken Baldwin to take this issue forward with partners at the City Council.

KB

Bus Gate – Kevin Priestley reported that an order for removal had been placed and applications had been submitted for the appropriate traffic notices. The contract had been put out to tender. Mike Killoran expressed disappointment that what should have been a relative simple process to remove the bus gate and associated signage after the temporary bus station had moved back to Ferensway had taken so long.

Parking Strategy – Kevin Priestley reported that the Council Cabinet would consider a new parking strategy for the city in July. The BID and the Chamber would be consulted on the strategy before it went to Cabinet on 28th July. Steve Trynka asked that the consultation details be circulated to Board members when available and the issue could feature at the away day in June.

KB

Maps – Ken Baldwin tabled a copy of the maps which had been printed. They would be circulated widely to hotels etc. Planning permission for the dispensers had been secured with the exception of the transport interchange for which a separate freestanding and planning application was required. It was anticipated the dispensers would be in place within 3-4 weeks.

Questionnaires – Ken Baldwin suggested the results be circulated for discussion at the BID Blue Skies away day in June.

KB

Events – Ken Baldwin reported that broad agreement had been reached with Hull City Council's events and marketing team on an SLA with the BID. The Food Festival would be held on 22nd–24th August and would not clash with the Freedom Festival. It was asked whether Visit Hull & East Yorkshire were supporting the Food Festival and this precipitated a discussion on the working relationship between them and the BID. It was agreed that the working relationship on a shared approach to events was vitally important between the Council, VHEY, the BID and other relevant partners. Cllr Neal agreed to organise a meeting between the three parties, and perhaps Hull Forward, to improve these working relationships.

CllrN

Steve Tradewell asked whether Hull Conference Bureau was part of VHEY as the hoteliers had expressed some concerns about this. It was suggested that this could be discussed at the meeting between the Council, BID and VHEY.

KB

Mike Killoran asked why the Jazz Festival was not in Queens Gardens this year. Kevin Priestley highlighted that it was because of some structural maintenance works that needed to be carried out. The Council were committed to moving it back to Queens Gardens once these issues were resolved. As a result of the discussions, the Board felt that it was important to produce a comprehensive list of city centre events and activities. John Holmes indicated that Hull Forward would be prepared to take a lead on pulling this together.

JH

Ken Baldwin reported that the Council were funding the hessian bags distributed at the farmers markets. Kevin Priestley indicated that it was important to set a date to launch this to ensure it was in the Mayor's diary. Ken Baldwin and Kevin Priestley would liaise.

KB/KP

4. Finance

The Board noted the management accounts to 31 March 2008 and the minutes of the Finance & Audit Committee held on 25th April 2008.

Ian Bough reviewed the background and issues relating to the BIDs financial position, highlighting that the Council had been assisting the BID during its first 18 months by paying upfront on the anticipated levy income and then conducting an annual reconciliation. The first reconciliation had now being completed and showed that the actual levy income was £63,000 below planning assumptions. The Council were also seeking levy collection costs in terms of a one off purchase of software that had been required and an annual £25,000 collection charge. The Finance & Audit Committee

meeting had been convened to discuss these issues and the resulting impacts on both the BIDs current cashflow and activities programme for the next year.

The Board noted that the BID was a new concept for the city and it had been difficult to accurately assess the precise levy income in the planning phases of the BID. Ken Baldwin highlighted that discussions had focused on whether the BID should absorb all of these reconciliation costs in this financial year, with the resulting impact on activity programmes, or try to reconcile these finances with the Council over the next three years now that there was much more certainty about the BIDs core levy income. Kevin Priestley highlighted that the Council had made a significant contribution to the BID in terms of upfront payment to get it to the position where it was today. He indicated that it was the responsibility of the BID team and Board to determine its budgets and that the Council would not want to effectively 'bank roll' the BID in future years by delaying the full reconciliation. The Board discussed the operational implications of this and Ken Baldwin indicated that staffing costs had therefore been reduced and the events and security budgets were now lower than anticipated for this financial year. This had been a difficult reconciliation process in the first full year of the BID and there were a number of lessons that had been learnt.

A number of Board members felt that despite these operational difficulties, the BID could be proud of its many early achievements in tackling graffiti, delivering new and high quality events and working with partners such as the Police to help reduce crime by 41% in the past year.

The Board discussed the other income levered into the BID in addition to the levies. Cllr Neal suggested differentiating between revenue and capital in the management accounts. Ian Bough reported that the BID were part of a submission being considered by Yorkshire Forward and there was a possibility of accessing Working Neighbourhoods Fund resources for relevant BID activity. The team were also exploring avenues such as the Lottery for farmers markets and some regional funding to help tackle business crime.

In relation to bad debt, Ken Baldwin reported that this stood at 3.8% which was better than the budget projections and efforts continued to chase outstanding monies owed and take proceedings where appropriate. The Board discussed again the position with regard to any Directors of the company whose businesses had not paid the levy. It was agreed that this issue needed to be resolved and Steve Trynka indicated that he would speak to Denise Anderton as Chair of the Board involving Ian Kelly and other Board members as appropriate.

STa/DA
/IK

It had been suggested once again that there had been interest by non-business residents to be members of the Board. The Board reiterated their view that the BID Board should ultimately be focused on levy payer interests although there could be other BID activities which may involve residents or other stakeholders.

5. City Centre Managers Report

Events – Ken Baldwin updated the Board on various issues including the introduction of Hull Alive which would bring live entertainment into the city centre each Saturday between May and September. There had been discussions about the possibility of delivering markets on Saturdays, which was an issue which may be discussed at the away day.

Security – Ian Bough asked the Board to consider its investment in security issues. He reviewed the background to the current SLA in place for Ambassadors with Goodwin and outlined the various options which could include the BID team managing the service in house. The benefits would be that it would reduce management costs and bring about direct line management into the BID. Ian Kelly highlighted that the BID model had been based on sub-contracting rather than growing a core staff team and therefore it was important to emphasise the benefits to levy payers of any change by being able to highlight reduced management costs and put more investment into 'front line' services.

The Board considered other issues including the capacity of the BID team to line manage the ambassador staff, the relationship and SLA notice period with Goodwin, and the TUPE and other liabilities. It was agreed to make this change with the staff being offered 3 year contracts.

Ian Bough updated the Board on security issues including the rationale for the Security Forum and relevant data sharing agreements that were in place with Humberside Police.

Marketing – Mike Killoran indicated that the sub-group had met. They had supported moving forward with the Hull Alive street entertainment concept but clearly there was limited scope for new activity given the financial position this year. Steve Allbones highlighted the importance of co-ordinating the many events planned for the city centre throughout the year and particularly highlighted the need to think about what could be done for Christmas with partners. It was confirmed that Christmas lights would have a Sunday switch on once again. It was agreed the marketing group should focus on co-ordinating plans for Christmas at their next meeting.

MK

6. Evening Economy

Steve Tradewell updated the Board on evening economy issues. The Board then discussed the evening bus link between the city centre and Princes Avenue which the BID had piloted. Ian Bough reported that the service had been heavily promoted and the BID had invested £6,000 but financial support from city centre pubs and clubs had not been forthcoming. Numbers using the service were below those needed to make it commercially viable. It was agreed to advise pubs and clubs that the BID intended to discontinue its financial support for the service and if they wanted to retain it they would need to put in the resources. Steve Tradewell would communicate this to relevant businesses.

ST'well

Cllr Neal indicated that the Council were considering opening museums and art galleries later in the evening. Mike Killoran suggested that a higher priority would be all day opening on Sundays and bank holidays.

7. Hull City Council City Centre Report

Kevin Priestley reported that Race for Life had moved to Costello. This was a decision made by the organisers not the City Council. In addition to the publication of a car parking strategy, the Council were considering some changes at the Odeon/Ice Arena where the current arrangements would not continue. There was likely to be a 3 hour limit at the Odeon and the Ice Arena would become pay and display parking.

Kevin Priestley highlighted that the BID should be aware of major works at the Mytongate roundabout in summer/autumn 2009. Most of the works would be overnight and Kevin Priestley was seeking to ensure this did not affect late night shopping in the run up to Christmas. He indicated that he would bring the plans to the BID once the schedule was complete and it may be an item for the BID newsletter.

It was reported that some works would be carried out on Trinity House Lane for which some external funding had been secured to improve paving and lighting etc. The Board supported the possible addition of a large portal sign to mark the entrance to Trinity Market as part of the project. There would be some works to improve access and remove visual barriers in Queens Gardens. The advertising towers were on hold as the Council were conducting a wider review of street advertising. The advertisements that had started on some litter bins would be removed.

Victoria Jackson asked whether any improvements to the pavements on Lowgate were planned and Kevin Priestley indicated that the Council were looking at this to co-incide with the opening of the new pedestrian footbridge.

8. Press Log

The press log was tabled and noted. In relation to the article regarding Whitefriargate, John Holmes commented that Hull Forward had agreed a brief for consultants to explore some of the future options for Whitefriargate.

9. Any Other Business

It was agreed to invite David Laycock of St Stephens to join the BID Board.

10. 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.

The Blue Skies Away Day for the Board would be held on 18 June at 1pm at Viking FM.