

**Present**

Denise Anderton (Chair)	Hull and East Yorkshire Community Foundation
Ian Kelly	Hull & Humber Chamber of Commerce
Victoria Jackson	Kingston Recruitment
John Holmes	Hull Forward
Mark Jones	Hull City Council
Amanda Austin	Prospect Centre
Steve Allbones	Viking FM
Lee Edwards	Humberside Police
Janet Reuben	VHEY

In attendance:

Ken Baldwin	Hull City Centre BID
Ian Bough	Hull City Centre BID
Ian Archibald	Hull City Council
Hannah Crookes	Hull & Humber Chamber of Commerce

**1. Apologies for absence**

**ACTION  
POINTS**

Apologies were noted from Mike Killoran, Steve Trynka, Cllr Calvin Neal, Dave Green, David Laycock and Kevin Priestley.

The Chair welcomed Lee Edwards from Humberside Police to his first meeting as an observer to the Board. The Chair also welcomed Janet Reuben of Visit Hull & East Yorkshire (VHEY) to present to the Board. It was noted that Janet would also become an observer to the Board.

**2. Presentation – Janet Reuben**

Janet Reuben introduced Visit Hull & East Yorkshire (VHEY), the Destination Management Organisation for the region and explained her main objectives of growing tourism by 5% per annum, improving the quality of visitor experience, increasing tourism employment and creating a step change in image, reputation and destination awareness through public, private partnership activity. She highlighted the crucial and successful partnership working between Hull City Council and East Riding Council who are co-funders of VHEY alongside Yorkshire Forward.

The marketing strapline of 'Real Yorkshire' was reported upon and the details of the Real Yorkshire website [www.realyorkshire.co.uk](http://www.realyorkshire.co.uk) were noted. Janet Reuben went on to highlight the success of Hull City being promoted into the Premiership, and a marketing campaign was being put together. This included the strapline 'Hull City, a real Yorkshire team'.

Hull has also gained national recognition through a supplement in the Times newspaper and through a visit by Simon Calder, the Independent's travel editor, who filmed a piece

on Hull for the Enjoy England website.

The VHEY website is getting a significant number of visitors and parts of the site are available in other languages to allow visitors from overseas to access information about the region.

Janet reported that there had been a 30% increase in Mini Cruise arrivals during the 1st quarter of 2008 into Hull via the port and a 282% increase in February of this year. This is due to an increase in joint working between VHEY & P&O ferries. This is in addition to a significant advertising campaign in ferry terminals both in Hull and Zeebrugge.

It was highlighted a recent success for the city was when it came runner up in the 'Most Group Friendly UK Destination' awards. She also reported that a new branding campaign had been launched to promote the Yorkshire Wolds as a key visitor destination and VHEY was investing £20,000 in the Hull Fish Trail.

Future events were also highlighted and included Yorkshire Passion, a series of training sessions which had already been previewed in Hull and the Freedom Festival, building upon the Wilberforce legacy.

The Chair invited Directors to forward questions to Janet Reuben, which included ways in which VHEY and the BID could work together in the future.

Ian Bough commented on Yorkshire Passion and how the BID was in a position to be a natural facilitator and that retailers would need to be incorporated into the programme. Janet Reuben highlighted that the programme would commence in September for three weeks, in a series of morning and afternoon session in Hull, Beverley and Bridlington. It was noted that the programme structure was evolving from feedback received in the preview sessions.

It was questioned as to whether taxi drivers would be targeted in helping with the promotion of the city to tourists and it was noted that in order for taxi drivers to gain their licensing they would have to take part in the programme.

Future uses of the banners in the city centre was discussed and whether it would be possible to get 'Yorkshire Passion' highlighted on the banner. Mark Jones agreed to look into this matter.

MJ

The challenges of getting into the Interchange was discussed. Janet Reuben highlighted that there had been difficulty and asked if Hull City Council had any contacts within the interchange. Mark Jones agreed to look into this matter. Janet added that for the first Hull City home match, a marketing campaign was being put together and it included staff being available at the interchange on away team supporters arrival, marking out the direction to the KC Stadium as well as looking at other routes into the city.

MJ

The Chair closed the question and answer session and Janet Reuben was thanked for her presentation.

### **3. Minutes**

It was noted that John Holmes represented Hull Forward and this should be shown on future minutes instead of Citybuild. With this amendment the minutes of the last meeting held on Tuesday 13<sup>th</sup> May 2008 were agreed as a true and correct record.

### **4. Matters arising**

Parking Strategy – It was noted that the consultation details that were requested to be circulated to the Board would be circulated later in the year. It was noted that the strategy would be ready in September.

Ambassadors – Ian Bough highlighted that the number of ambassadors had reduced from six to four. With regards to the SLA with Goodwin, it was noted that it had not yet been possible to find a convenient date with Goodwin to meet with regards to termination of the contract. There were a number of reasons highlighted as to when and why the contract needed to be terminated. It was reported that the role of the ambassadors would cease but two new roles would be developed as BID support staff. These positions would be employed by the BID directly and not contracted out. It was noted that the funding surrounding this was discussed at the recent BID Finance and Audit Committee meeting. It was agreed for negotiations with Goodwin to continue.

KB / IB

## **5. Manager's Report**

The Manager's report was noted.

Update on activities – John Holmes commented that under 'Events', Hull Forward should be regarded as a partner. This was agreed. Ken Baldwin reported on recent activities, including map dispensers, Hull Alive and a future seminar in Newcastle.

With regards to map dispensers, it was noted these had now been fitted, though in the wrong place at The Deep, however this would soon be rectified. Feedback for the map dispensers had been good and the maps were also being distributed in hotels.

Ken Baldwin reported on a recent meeting with John Gilbert regarding future promotion. Feedback from the recent Hull Alive events had been positive and large crowds had been attracted.

Ken Baldwin highlighted that he had been invited to speak, on behalf of Andrew Godfrey, Director of Alliance Boots Plc, at a seminar in Newcastle on 9<sup>th</sup> September to present to the private/public sector the concept and benefits of BIDs.

Security – The issues of funding for security was discussed but it was agreed that security was a key issue for the BID to tackle going forward. Ian Bough reported on the security during the recent graduation week in Hull city centre. It was noted that 9 police officers were on stand by, as well as the ambassadors, as a result of anti social behaviour at previous graduation ceremonies.

Graduation Week – Ken Baldwin reported that footfall had increased by 30,000 on the first three days of graduation week. There was also live video linkages through Stream TV. Future marketing opportunities during graduation week were discussed, and included welcome packs for parents.

BID Marketing Group – Steve Allbones reported that another meeting had yet to take place since the previous Board meeting. Issues that were still being looked into included Christmas and preventing migration to the likes of York and Leeds. Ideas that had been suggested included a newsletter/flyer to be distributed for the public across the city, promoting why Hull is good for Christmas.

The Christmas lights 'switch on' was discussed and it was agreed that it would need to be made into a day of activities, incorporating all city centre traders.

Linkages with VHEY were discussed and it was noted that a meeting between VHEY and BID was in the diary to discuss Christmas planning.

## **6. Communication Strategy**

Ken Baldwin reported that a Communications Strategy for the BID came up as a result of the SWOT analysis at the BID Blue Skies meeting. With regards to additional work with the newsletter, it was noted that more newsletters are produced than needed, and thus the surplus could be circulated in hotels and tourist attractions in the city.

It was noted that the branding for Hull BID had been changed and it was agreed that this was an improvement.

## **7. Blue Skies Away Day**

It was highlighted that Steve Trynka's apologies needed to be added to the minutes. The Chair thanked all those who attended and it was agreed that it was a productive meeting.

The Chair commented on an email received from Dave Green who was unable to attend the meeting. With regards to footfall counters, Dave Green had commented that, 'The claim that the footfall counters provide clear evidence that events are successful in bringing people into the city centre is specious. The counters merely record footfall in that area (and each footfall is liable to multiple counting) In any event it has to be remembered that the BID is paid for and is for the benefit of local businesses so unless the perceived increase in footfall is transformed into increased trade for those businesses is pointless.'

The Chair highlighted that footfall counters were a recognised method across the country, and inaccuracies due to multiple counting may be apparent, however once the method had been used for two years or more comparison is possible. Ken Baldwin highlighted that there were currently 4 footfall counters in the city, though the locations of which would need to be reviewed as there was no counter next to St Stephen's and the Interchange. Amanda Austin added that it would be more cost effective to purchase a new footfall counter rather than re-locating an existing one.

It was agreed that footfall counters was one possible measure, but with regards to using trade as a measure it was noted that not many traders would disclose their figures. Amanda Austin reported on a possible 'traffic light' system that could be put in place, which she was working on alongside Springboard. The system was expected to be launched nationally and could be a method for traders to reveal their current trading without revealing exact figures.

Mark Jones commented as to whether it would be possible to have a business confidence monitor, similar to that of the Chamber's quarterly economic survey. Janet Reuben added that similar historical data would be available from the Yorkshire Tourist Board. There was also the prospect of a pan-Yorkshire visitor satisfaction survey, which would take place on a monthly basis. Steve Allbones added that through the marketing group at Viking, national data could be made available.

It was agreed that the BID Marketing Group would have a look into possible ideas.

**SA / MK**

Ian Bough reported that performance monitoring for the BID needed to be discussed and this should be reviewed at a future meeting of the Board.

The role and terms of reference for Directors was discussed. It was agreed the Chair and Vice Chair would meet to look at this issue including further discussion regarding non levy payers sitting round the board table as Directors.

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

Ian Archibald, Acting City Centre Manager reported on recent improvements in Hull City Centre, which included a LGV entrance being created via Wilberforce Drive into Queens Gardens to make larger events possible and the removal of graffiti in areas of the city.

Trinity Square was discussed and Ian Bough highlighted that the sunken floor units had been installed, however they had yet to be hooked up to the mains electricity. This was becoming an urgent matter as the electricity would be required for future events. With regards to lighting in the area, it was noted that it should be linked with Whitefriargate. It was added that Hull Forward had a strategy for lighting.

**IA**

Ian Bough reported on a recent meeting regarding constraints in Trinity Square and that National Heritage Grant funding was being looked at for the Church.

[Denise Anderton left the meeting and Victoria Jackson took over as acting Chair for the remainder of the meeting].

**9. Finance**

Ian Bough reported on the current creditors and debtors situation. The Chairman of the Audit and Finance Committee noted that good progress had been made at the past three Finance and Audit Committee meetings.

**10. Any Other Business**

Janet Reuben highlighted that VHEY had provided £15,000 of funding for marketing of the Food Festival. In the agreement caveats had been set and feedback from Corporate Communications was awaiting. Ian Bough agreed to raised the issue with Debby Burman.

**IB**

Janet Reuben added that support was required from city centre retailers with regards to the Freedom Festival. It was agreed for information to be passed to the BID, which could then be circulated to retailers.

**JR / KB  
/ IB**

**11. Date of Next Meeting**

The next Board meeting would be held on Tuesday 30<sup>th</sup> September 2008 at 10.00am at 34-38 Beverley Road, Hull.

It was noted that John Holmes would present an update on Hull Forward at the next meeting.

**KB / IK**