



Present

Denise Anderton (Chair)	Hull and East Yorkshire Community Foundation
Steve Trynka (Vice Chair)	Rollits
Ian Kelly	Hull & Humber Chamber of Commerce
John Holmes	Hull Forward
Steve Allbones	Viking FM
Cllr Kalvin Neal	Hull City Council
David Laycock	St Stephen's
Mike Killoran	Princes Quay
Victoria Jackson	Kingston Recruitment
Amanda Austin	Prospect Centre

In attendance:

Ken Baldwin	Hull City Centre BID
Kevin Priestley	Hull City Council
Janet Reuben	VHEY
Ben Frost	Viking FM
Jo Barnes	Hull Citycare
Maddy Ruff	NHS Hull
Nick Pontone	Chamber of Commerce (Company Secretary)

1. Apologies for absence

Apologies were noted from Steve Tradewell.

**ACTION
POINTS**

2. Presentation – Survey on the Hull Shopping Guide

Ben Frost from Viking FM made a presentation on the results of survey work they had conducted with shoppers in Hull city centre.

The survey revealed that Princes Quay and St Stephen's were the principal places where people shopped and the 'choice of shops' was the best thing about the city centre. However, elsewhere in the survey it was noted that a 'better choice of shops' was felt to be the best way to improve the city centre. It was noted that two thirds of shoppers travelled in by car with the rest using the bus. Internet shopping was an increasingly important factor with 71% using the internet for shopping for a wide range of products such as DVDs, clothes, holidays, books etc.

The Board thanked Ben Frost and Steve Allbones for the useful information and requested that the presentation slides be circulated. It was also indicated that data from local people who didn't currently shop in the city centre would be very useful.

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3. Presentation – Albion Square Health Centre

The Chair declared an interest in this item which was noted.

Jo Barnes, Chief Executive of Hull Citycare, and Maddy Ruff, Locality Director at NHS

Hull, gave a presentation to the Board on the proposals for a new health centre in Albion Square.

Jo Barnes explained the role of Citycare as a public private partnership which was transforming the health and social care estate in the city. The city centre scheme would be the tenth building Citycare had developed and was designed to meet rising demand for services, improve the quality of buildings, integrate services and make them more accessible. Maddy Ruff described the importance of the project from a health perspective and commented that the centre would provide a walk in service, relocated GP practice, relocated sexual health service (from Conifer House), relocated addiction services (from The Quays), social care, dental services and an Ambulance service staging post. The 'walk in' services would be open 8am to 8pm seven days a week which would add a valuable new service to the city centre.

Jo Barnes described the process for selecting the Albion Street site and highlighted that it was chosen and designed to contribute to the regeneration of Albion Square. Regular discussions with Hull Forward and Hull City Council had been held. The design included an atrium, covered street, exhibition space and a possible office building. Mike Killoran highlighted the importance of the building being properly managed in terms of the events and exhibitions. The development was likely to go for full planning permission in April 2009 with completion due in 2011.

Board members asked a number of questions relating to the development, particularly about the location of addiction services. It was noted that there would be a pharmacy which would dispense drugs such as methadone, and this service would be in addition to, rather than replace, the outlets currently dispensing such drugs. The Board felt it was important that this process was properly regulated and supervised so that the impacts on the rest of the city centre were minimised. Maddy Ruff commented that problems with drugs misuse needed to be put in context with alcohol misuse which in many ways was a bigger problem for the city. Ken Baldwin asked whether local businesses had been consulted on the plans. Maddy Ruff responded that a firm had been appointed to carry out a consultation.

John Holmes commented that the project had the support of the Hull Forward board. David Laycock offered space at St Stephens to exhibit plans for the centre. The general view of the Board was that the new services and integration of existing services in a new high quality building was to be welcomed, although it was recognised there were elements of concern over the addiction services in particular which needed to be carefully and sensitively managed.

The Chair thanked Jo Barnes and Maddy Ruff for their presentation.

4. Minutes

The minutes from the meeting held on Tuesday 30th September 2008 were agreed as a true and correct record.

5. Matters arising

Terms of Reference for Directors – the Chair reported that she had written to Dave Green following the decision at the last meeting and the matter had been resolved. There was therefore a vacancy on the Board for an 'independent business' in the city centre. It was agreed to advertise on the website and the newsletter with a view to appointing a new Director for the 17th March 2009 meeting.

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Banners – Janet Reuben reported that VHEY had invested in some banners in the city centre.

Car parking – it was confirmed that council car parks would be open late night in the run up to Christmas. Parking would be free in council multi-storeys on Sundays from 7th December.

Whitefriargate Study – Ken Baldwin reported that he and Ian Kelly had met the consultants preparing the Whitefriargate study. The discussions had been positive and a number of ideas had been exchanged. The report was due to be published in February 2009.

BID Staffing – the Chair reported on a sub group called to discuss BID staffing arrangements following the departure of Ian Bough. The new job specification would combine elements of both Sarah Jackson and Ian Bough's previous roles, and a potential candidate would be interviewed later in the week. Mike Killoran emphasised the importance of marketing skills. Ken Baldwin commented that Ian Bough was still assisting the BID part time until the end of March 2009 on issues such as finance and policing.

6. Christmas Activities

Ken Baldwin reported that the Christmas brochure produced by the BID and Viking FM had been well received with 50,000 copies distributed through businesses and another 25,000 through The Journal. There was a shopinhull.com website to back up the brochure. The activity would be evaluated before any decisions on larger circulations in future.

There was a discussion about state of trade and particularly the media reporting in the run up to Christmas. Ken Baldwin reported that footfall was higher than last year and figures suggested Hull's footfall was holding up better than comparable cities. It was felt that the Christmas lights switch on had been a success and those involved were congratulated. John Holmes offered to coordinate a press release to try to get more balanced media coverage of the trading position.

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7. BID Two Year Update

Ken Baldwin tabled the publication circulated to levy payers setting out the work of the BID in its first two years. The report covered the investments and achievements for each BID priority area and sought to demonstrate the progress that had been made. Janet Reuben stated that joint working on events should be recognised in any future publications.

8. Hull BID Budget Proposals

The Board reviewed the outline budget proposals for the BID which sought to set out some of the options for investing in the various BID priority areas. Cllr Neal felt more information was needed for the Board to make decisions as there were fixed costs and potential variability in levy income, making it unclear how much discretionary funding was available to invest in projects and activity. Ian Kelly noted that the report presented to the BID by Ken was designed more to stimulate discussion at this stage on the relative priorities for future spending. The full business plan and budget would be prepared with the finance department and accounting team and enclosed with the next board papers.

The Chair reported on a recent meeting with former BID Director Rob Niklas and a short note with his thoughts on BID finance was circulated to the Board. The points made reflected spending on safety and security which was recognised as a top priority, but it was noted that there had been significant change in the past two years with substantial additional policing resources put into the city centre and a fall in crime. The BID expenditure needed to reflect these factors.

John Holmes asked for figures relating to previous years expenditure and it was noted this again would be available in the full budgets at the next meeting. He also queried how performance was monitored and how the Board could evaluate the impact of the spending decisions they took in particular themes and activities. Cllr Neal suggested more detailed work ahead of next years budget which matched expenditure and activity

against levy payer priorities. He suggested a working party of the Board to support the staff team in this task. Ken Baldwin said he would welcome the proactive input of the Board into this process. The Chair highlighted that performance monitoring was key to be able to communicate with levy payers. Janet Reuben asked whether the BID had a business plan and suggested an away day. Ken Baldwin indicated that an away day had been held in the summer and he would send Janet Reuben a copy of the current business plan.

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The Board also discussed external funding to add to core levy income. It was noted that whilst the BID had not directly matched its income to external funding streams, it had used resources carefully to joint fund activity with other partners and helped secure other partners investment in the city centre, both financial and in kind, to support BID objectives. The Board said they were open minded about future match funding should projects genuinely fit BID priorities and suggested bringing in external expertise to help secure such funding should that be appropriate.

Ian Kelly suggested that the Audit and Finance Committee meet prior to Christmas to go through the draft budget in detail in preparation for the discussion at the next Board meeting. This was agreed and it was requested that the item feature higher up the agenda to allow sufficient time for discussion.

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Ian Kelly also asked for a further director to join the Audit and Finance Committee and it was agreed David Laycock would be appointed.

9. City Centre Managers Report

Ken Baldwin reported that footfall in Hull city centre had risen 2.8% which put the city above the national average. He also reported that Newcastle was the latest city to vote in favour of a BID. It was noted that both Corpcom and VHEY had done an evaluation of the Food Festival.

10. Hull City Council City Centre Report

Kevin Priestley reported that Nicola Yates, the Council's Deputy Chief Executive, was leading on a 'Blitz the Streets' programme to improve paving, remove unnecessary bollards and street furniture etc. The BID welcomed this initiative and agreed to invite Nicola Yates to a future Board meeting, perhaps in March 2009.

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11. Any Other Business

Agenda and papers – Janet Reuben indicated she was not receiving all of the meeting papers and ask that her details be checked on the database. She also asked that every effort be made to circulate papers in advance rather than table them.

Retail crime – Cllr Neal asked whether the reported national increase in retail crime was reflected in Hull. Retailers on the board indicated that their anecdotal evidence did not suggest there had been any increase.

Christmas 2009 – Cllr Neal asked the Board for their view on the date for the Christmas light switch on in 2009. After discussion, the Board supported the proposed date of Thursday 19th November 2009.

Innovator Awards – Mike Killoran highlighted that he had been made aware of the 2009 Innovator Awards and suggested details be included in the next BID newsletter.

12. Date of Next Meeting

The next Board meeting would be held on Tuesday 13th January 2008 at 10.00am at the Owner Hotel, Albion Street, Hull.