



**Hull City Centre (BID) Ltd
Board Meeting
34-38 Beverley Road, Hull
Tuesday 30th September 2008**

Present

Denise Anderton (Chair)	Hull and East Yorkshire Community Foundation
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

In attendance:

Ken Baldwin	Hull City Centre BID
Ian Bough	Hull City Centre BID
Kevin Priestley	Hull City Council
Insp. Lee Edwards	Humberside Police
Jeremy Coupland	Hull College
Janet Reuben	VHEY
Nick Pontone	Chamber of Commerce (Company Secretary)

1. Apologies for absence

**ACTION
POINTS**

Apologies were noted from Steve Trynka, Victoria Jackson and Amanda Austin.

2. Presentation – John Holmes

John Holmes, Chief Executive of Hull Forward gave the Board a comprehensive presentation on the progress of the organisation and its key projects since it became the Economic Development Company for the city.

He highlighted that Hull Forward, which was funded jointly by Hull City Council, Yorkshire Forward and English Partnerships, had made significant progress on a number of schemes. John Holmes updated the Board making the following key points:

- CBRE consultants would conduct the Whitefriargate study and the outcomes would be published in February 2009;
- Humber Quays continued to attract interest from tenants and the private sector was now taking a lead in current and future phases following the initial public sector investment;
- The footbridge connecting the East Bank was due to open in October 2009.
- Fruit Market land assembly was 80% complete and the scheme remained a priority despite the worsening economic environment.

John Holmes also updated the Board on other activities lead by Hull Forward including the bondholder scheme, World Trade Centre and the development of key sectors following the IBM report.

The Board discussed a number of issues including the impact of the economic downturn on regeneration projects. John Holmes recognised there would be an impact with the likelihood of schemes taking longer than anticipated and each project was being closely monitored. However, it was felt that Hull was relatively well placed given its lower level of exposure to city centre residential property markets compared to other northern cities and the extent of public investment programmes such as BSF, Gateway etc. There was a discussion about the need to manage public expectations of regeneration schemes during this period. Ken Baldwin highlighted the importance of including the needs and aspirations of independent traders in the broader city centre regeneration vision. In response to this, John Holmes highlighted the importance of the role of the BID, issues such as car parking management and the Whitefriargate study. Mike Killoran highlighted the impacts of the abolition of empty property rates relief and Insp Edwards commented on hostel provision on the East Bank.

The Chair thanked John Holmes for his presentation.

3. Minutes

The minutes from the meeting held on Tuesday 22nd July 2008 were agreed as a true and correct record.

4. Matters arising

Car parking – there was a discussion about the perception of over zealous enforcement of parking restrictions in the city centre. In response to a comment that parking wardens had been ‘overly aggressive’ on occasions, Cllr Neal said that such instances should be reported so they could be investigated and dealt with appropriately.

Banners – Kevin Priestley reported on a broader gateway signage project. It was reported that the banners would be used for Christmas promotion or street dressing. Janet Rueben queried the action at the previous meeting regarding the use of ‘Yorkshire Passion’ and it was agreed to clarify this action with Mark Jones.

MJ/JR

Terms of Reference for Directors – the Board discussed the specific issue about whether it was appropriate for a Board member to be a BID director if their company had not paid a levy. It was also noted that Dave Green had not attended a board meeting for over 6 months and therefore was subject to disqualification. It was proposed, seconded and agreed that disqualification be enacted. It was therefore agreed that the Chair would write to Dave Green to advise him of this position.

DA

Food Festival – Cllr Neal asked if there was any feedback from the Food Festival. Ken Baldwin reported that Corpcom was compiling the feedback which would be available in due course.

5. Manager’s Report

Ambassadors and Security

Ian Bough updated the Board on the Ambassadors and commented that following discussions with Goodwin, 2 Ambassadors would be employed by the BID via the Chamber. He reported that the BID would be supporting some policing operations over the Christmas period which would be equivalent to two additional patrols, five days a week. A bid was in to ACPO to add to the BID investment and the outcome was awaited. Janet Rueben asked whether PCSOs could undertake the Yorkshire Passion course and it was agreed to speak to Insp Edwards separately.

LE/JR

The Board discussed a BID activity report which had gone to the Riverside Area which had referred to the ongoing discussions with Goodwin regarding the Ambassadors service. It was agreed that future reports needed to be appropriately customised for the

target audience.

Good progress was being made on the refurbishment programme and the BID were working with the Council on the removal of chewing gum.

BID Marketing and Events

Ken Baldwin reported on the various events and activities over the summer which had contributed to an increase in footfall during these periods. David Laycock asked whether there was any evidence of increased trade as a result of the additional footfall. It was noted that the available evidence was primarily anecdotal and Ian Bough highlighted that whilst not every business would benefit from every BID event or project, it was important to demonstrate a positive overall impact on trade. Ken Baldwin also emphasised the importance of a properly coordinated events programme. Cllr Neal said that there should be a structure to evaluate the impact of events on trade.

Ken Baldwin reported that a continental market would be held in King Edward Street between 4th and 7th December 2008.

Steve Allbones reported on the proposed A5 Christmas brochure which would contain a series of offers from city centre retailers. This concept was supported as a means to try to attract more shoppers to the city centre. It was also noted that there was the possibility of a Lapland theme at the Ferens Art Gallery and possibly some free car parking in Council multi-storeys. Mike Killoran asked whether Council car parks and the park and ride were open to accommodate late night shopping. Kevin Priestley would clarify.

KB

6. Communication Strategy

Ken Baldwin updated the Board on the implementation of the BID communication strategy which included circulating the newsletter to key contacts and stakeholders as well as levy payers. The website was being regularly updated and a new email newsletter was being produced.

7. Hull City Council City Centre Report

Kevin Priestley reported on a number of supportive measures for independents in the Old Town including car parking, street care and signage which would be in place by the end of October.

8. Finance

The Board noted the management accounts to 31 August 2008. It was noted that the BIDs finances had now shifted to actual figures rather than projections and that the company now had a sound financial base. The BID would need to carefully monitor debtors, especially in the current economic climate.

Ian Kelly asked for two volunteers for the Finance and Audit Committee. It was agreed that Mike Killoran and one other director would join the committee.

The Board congratulated the BID team on bringing the organisation to its current position given the complexities of BID finances. It was agreed that a first draft BID budget would come to the Board for the next meeting to run from the 12 months from 1 October.

KB/IK

9. Any Other Business

Best Bar None – Steve Allbones asked whether Best Bar None was running this year as it appeared some marketing activity had begun. It was agreed to clarify.

KB

Ian Bough – Ian Bough reported that he would be leaving the BID team from 1 November to take up a post lecturing in computing and business. The Board congratulated Ian on his new job and thanked him for his contribution to the BID.

10. Date of Next Meeting

The next Board meeting would be held on Tuesday 25th November 2008 at 10.00am at 34-38 Beverley Road, Hull.