



**City Centre Hull BID Board**  
**34-38 Beverley Road, Hull**  
**Tuesday 6<sup>th</sup> March 2007**

## **PRESENT**

Mike Killoran (in the Chair)  
Amanda Austin  
Jo Barnes  
Victoria Jackson  
Mark Jones  
Ian Kelly  
Rob Nicklas  
Steve Tradewell

Princes Quay  
Prospect Centre  
Hull Citybuild  
Kingston Recruitment  
Hull City Council  
Hull & Humber Chamber of Commerce  
Thearne Pet Stores  
True Budget Accom

In attendance:

Cllr John Robinson  
Ken Baldwin  
Sarah Jackson  
Insp Andy Foster  
Jonathon Levy  
John Marshall  
Nick Pontone (Company Secretary)  
Debby Burman

Hull City Council  
Hull City Centre BID  
Hull City Centre BID  
Humberside Police  
Top Banana  
Goodwin Development Trust  
Hull & Humber Chamber of Commerce  
Corpcom

### **1. Apologies**

Apologies were received from Steven Marsay and Cllr Andy Sloan.

### **2. Presentations**

#### **Food Festival**

Debby Burman of Corpcom made a presentation on the proposed Food Festival in Hull city centre between 23<sup>rd</sup> to 25<sup>th</sup> August 2007 which she was working with the BID team on developing.

A stage would be built in Queen Victoria Square and a wide range of activities and presentations would take place over three days including celebrity chef James Martin on the Saturday. It was also proposed that there should be a strong emphasis showcasing the very best that local food companies had to offer under a 'Made in Hull' theme. Events and activities would seek to involve local businesses and city centre traders to ensure the event was well supported across the BID area.

It was noted that the event would cost circa £70k which would include income from sponsors, stalls etc and support from the BID if the Board agreed.

The Board emphasised the importance of involving city centre food retailers in the programme to ensure they benefited from the festival. Rob Nicklas highlighted that this should be done at

'low or no cost' as far as possible with the organisers giving traders every opportunity to participate.

The Board also suggested that careful thought be given to the location of the various activities; the branding of the event; that North Sea Ferries and Hull Trains be involved in promotion; and that the media and marketing for the festival be carefully co-ordinated. Debby Burman, Ken Baldwin and Jonathon Levy would discuss this. It was highlighted that this event was a key plank of the aspiration to become a 'city of festivals' which attracted people back into the city centre.

The Board agreed to support the Food Festival and thanked Debby Burman for the presentation.

### **St Stephens**

David Laycock updated the meeting on the St Stephens development. He reported that the 'topping out' ceremony had been held last week and ING were due to handover to British Land for a 19<sup>th</sup> September 2007 completion. He reported that 75% of the space was committed with further announcements on issues such as the bingo, food offer and cinema due in the coming weeks. It was hoped all elements of the scheme would be open before Christmas 2007.

The Board discussed the environment and street scene in the immediate area around the development and felt strongly that improvements needed to be made in time for the opening. It was agreed that the City Centre Manager and appropriate members of the Board would have discussions with key businesses such as the Quality Hotel, House of Fraser and other relevant parties to ensure the area is tidy and presentable for opening. Joanne Barnes indicated that Citybuild would do some awareness raising with property owners and investors and in terms of environmental improvements, Mark Jones would action with Council premises and land and Ken Baldwin would have discussions with others. Amanda Austin indicated the Prospect Centre would be investing in a number of improvements in the coming period. It was also agreed that Ferensway street scene would be on the next agenda for the Board.

David Laycock reported that the provisional opening hours for St Stephens would be 9.30am to 6.00pm Monday-Saturday (except Thursday where it would be open until 8pm) and 10.30am to 4.30pm on a Sunday. Tesco would be open 24 hours. He asked for views from the Board. The Board felt that there was an opportunity to use the opening of St Stephens to encourage the early evening economy and suggested that it should stay open later. It was felt that other retailers would benefit from the Tesco footfall. It would be preferable to do this from the opening to try to demonstrate demand. David Laycock indicated that he would take these views into consideration as operations were finalised.

Cllr Robinson indicated that he would like to arrange for a site visit for Councillors and it was agreed that he would liaise with David Laycock on this.

### **3. Minutes**

The minutes of the meeting held on 9<sup>th</sup> January 2007 were agreed as a true and correct record.

### **4. Matters Arising**

Destination Management Organisation – Ken Baldwin indicated that he had met with Janet Rueben and they had agreed to hold monthly discussions on marketing.

Divisional Commander Sean White of Humberside Police meeting – The Chairman reported that a very positive meeting had been held. The correspondence was noted. Ken Baldwin reported that the key outcomes were that Ian Bough would be seconded into the BID and that the BID would support specific operations with the Police and other partners. Insp Foster reviewed the position with regards to external funding from the Single Regeneration Budget, Neighbourhood Renewal Fund and Hull City Council to support safety and security in the city

centre. It was noted that SRB schemes were coming to an end and NRF unallocated monies would not be prioritised for these issues.

Transport Commission for Hull – Ian Kelly reported that the Chamber had been discussing the possibility of a Transport Commission with Cllr Collinson at Hull City Council to look at the key strategic transport issues facing the city. He indicated that a proposal was made to upgrade the recently formed consultative committee into a more substantial Transport Commission for the City. Mark Jones indicated that Cllr Sloan, who had responsibility for strategic transport issues also wanted the Council to develop a broader transport vision for Hull which went beyond the current Local Transport Plan framework.

## **5. Directors Roles And Responsibilities**

The Board discussed the draft Directors role and responsibilities job description as requested at the last meeting. In response to a point from Rob Nicklas it was agreed to delete point 9 of the draft. The Board discussed in detail the points made by Cllr Sloan in his letter to the Board. Cllr Robinson summarised the position as he understood it and also suggested that Directors should initially serve for two years. Ian Kelly and the Chairman strongly argued that the BID Board needed to be, and be seen to be business led, and that local authority Councillors needed to understand this even in the pre-May election period. Ian Kelly also highlighted on structures that the standard term for non executive directors was one or two three year terms and that this was in line with best practice as highlighted in the DTI sponsored Higgs Review of Corporate Governance. However, it was also noted that vacancies were arising on the Board over the first two years which would provide an opportunity to bring new people onto the Board. Mark Jones highlighted that the issue was less about corporate governance and more about being open and inclusive. As such, it was recommended that recruitment consultancy support should be used to achieve this. The matter was then put to a vote of Directors and it was agreed that Directors should serve an initial three year term.

The Board further noted that Mike Bawden had now resigned from the Board to move back to London. The BID team had thanked Mike Bawden for his contribution to the shadow Board and welcomed the continued commitment of Viking to the BID. It was noted that Kevin Jobling had also resigned due to changes within House of Fraser. The Board discussed the process for filling the two vacancies on the Board. Ken Baldwin highlighted that a balanced Board was needed in his view to reflect the fact that the BID covered many types of businesses, not simply retail, and that this needed to be taken into account when identifying new Board members. Ian Kelly also highlighted that a new BID Retail Committee was being established as well as a series of public meetings which would give all levy payers an opportunity to influence the decisions of the Board.

After discussion it was agreed to invite applications for the Board vacancies to all levy payers through the BID newsletter. A sub-committee of the Board, to include Victoria Jackson from Kingston Recruitment, would then make recommendations to the Board should there be more than two candidates.

## **6. Public Meeting Feedback And Correspondence**

Mike Killoran reviewed the recent public meeting and the Board noted the feedback received since. The Board also discussed concerns raised by a small number of levy payers who remained actively opposed to the BID. They had commented on a range of issues including markets, governance plus safety and security and the Board confirmed the actions agreed at the public meeting would be taken forward positively such as with a new survey on markets. The Board also noted that there was a legal process in train regarding an alleged physical assault on Rob Nicklas by Ted Johnston, the Butcher who was one of the BID opponents.

## **7. BID City Centre Report**

### Update on BID activities

Ken Baldwin reported that a further six BIDs were agreed recently included one in London which was the first to have successfully secured support in a second ballot. He reported that the purchase of 20 market stalls was going ahead; a new cleaner contractor was in place and had made a real impact in terms of removing graffiti; footfall counters would be installed shortly; high quality city centre maps were being finalised; progress on the comedy and flower festivals and motor show was ongoing; and lamp post banner brackets had been installed and Wilberforce banners would go up shortly.

Ken Baldwin tabled proposals for empty retail unit management which were approved by the Board. Victoria Jackson suggested that museums should be open on a weekend and it was agreed that the Chair would formally write to Cllr Neal on behalf of the Board to request this.

### Ambassadors

Ken Baldwin made a recommendation to the Board on the way forward regarding the Ambassadors scheme. He proposed that a scheme of 6 Ambassadors be funded by the BID. Goodwin would provide line management under a Service Level Agreement with the BID managed by Ian Bough once he joined the BID team. John Marshall indicated that Goodwin would be responsible for the line management, health and safety, welfare and training. The Board agreed the proposal and congratulated those involved for reaching agreement to progress with the successful pilot.

## **8. Review of Marketing Activities**

Jonathan Levy reviewed a range of issues including progress on the appointment of a preferred supplier for the new visitHullcentre website; survey on markets; directory of city centre businesses; and media work. Rob Nicklas asked whether the BID was undertaking any research with residents in the west Hull villages and Joanne Barnes indicated that Citybuild may be interested in working with the BID on this.

## **9. Management Accounts**

The management accounts were noted.

## **10. Press Log**

The press log was tabled.

## **11. Any Other Business**

Street Marshalls – Ken Baldwin indicated that external funding for Street Marshalls would end sooner than expected and the BID would need to look at any future support. The Board agreed that the future of this activity within the BID priorities should be discussed at the next meeting.

CCTV – Rob Nicklas reported that there had been no progress since the letter was sent from Cllr Sloan on resources for CCTV. It was agreed to ask Cllr Sloan to pick this up.

Common Tasking – Insp Foster updated the Board on meetings regarding common tasking and highlighted that the Hull City Council website promised a two hour response to incidents which was incorrect and should be amended.

## **12. Date of Next Meeting**

The next meeting would be held on Tuesday 8<sup>th</sup> May 2007 at 10.00am at 34-38 Beverley Road, Hull.