



**Hull City Centre (BID) Ltd
Board Meeting
34-38 Beverley Road, Hull
Tuesday 8th May 2007**

PRESENT

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

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

In attendance:

Cllr John Robinson
Ken Baldwin
Sarah Jackson
Ian Bough
Insp Andy Foster
Kevin Priestley
Nick Pontone (Company Secretary)

Hull City Council
Hull City Centre BID
Hull City Centre BID
Hull City Centre BID
Humberside Police
Hull City Council
Hull & Humber Chamber of Commerce

1. Apologies

Apologies were received from Amanda Austin and Cllr Andy Sloan.

2. Presentations on BID Operational Changes

Crime and Cleanliness – Ian Bough

Ian Bough made a presentation to the Board on a range of activities on the crime and cleanliness priorities for the BID. It was noted that he was now seconded from Humberside Police to the BID as Operations Manager.

Ian Bough reviewed progress on activities and highlighted the positive response from levy payers to the city centre cleaning contractors (ICS operating in the 'new' town and Cityworks in the old town). Ian Bough was now line managing the Ambassadors who would undergo SIA training. The BID would support a number of operations with Humberside Police in the city centre over the coming year particularly targeting antisocial behaviour and criminal damage. A detailed programme was tabled and each of these operations would be evaluated to ensure that BID support was providing value for money. Negotiations with regards to Street Marshalls were ongoing.

A document setting out crime information in the BID area was also tabled which provided a very sound analysis of patterns of crime and disorder in the city centre. Ian Bough commented that joint working with a wide range of other agencies such as Youth Services

and Drug Treatment Service was also important to meet BID objectives on safety and security.

Communications – Sarah Jackson

Sarah Jackson made a presentation to the Board on a new communications plan for the BID.

Both the BID Board and the staff team highlighted the importance of better and more effective communications with levy payers and other city centre stakeholders. It was agreed this had to be an essential priority for the BID going forward. The approach agreed would be to develop a constructive dialogue with all levy payers where possible and enhance the provision of information available on the BID's actual activities. This would be achieved in a combination of ways including an improved bi-monthly newsletter (a draft of which was tabled), a new website which was under construction and a continuing series of public meetings and area 'roadshows' open to all levy payers. The BID Retail Committee had also now met for the first time and had elected Eric Silver as its Chair.

After discussion it was agreed that the website should also explore the feasibility of a message board facility although it was noted that there may be some practical issues with this. It was also agreed that the minutes of Board meetings would be circulated to Board members for clarification and accuracy circa a week after each meeting. Board members would then have a week to provide comments before the minutes would be published in draft form on the website. They would still be formally approved at the following Board meeting however this system would ensure minutes were available to all levy payers at the earliest opportunity.

In terms of financial reporting, it was agreed that copies of the annual audited accounts would be communicated to levy payers with regular financial updates covered by the Board and noted in the minutes. The Board agreed to consider the idea of an 'Ask the Board' feature in the BID communications strategy to pick up any legitimate questions or issues levy payers wished to raise.

The Board further agreed that it was important to recognise the contributions and joint working efforts of other partners such as Hull City Council and Hull Citybuild where projects were jointly funded or managed.

Marketing and events – Ken Baldwin

Ken Baldwin reviewed a busy marketing and events programme including a continental market between 10th-13th May on King Edward Street and Jameson Street and a Farmers Market in Trinity Square on 25th May. Kevin Priestley stated that a the new power point would be installed in time for the market.

A Garden Festival would take place on 8th-9th June using the new BID stalls. It was noted that this was primarily a Council managed event which the BID were supporting and it was anticipated that there would be significant media coverage.

Ken Baldwin indicated that the BID were also supporting the Royal Opera House Series on the Big Screen. Similar events had worked very well in other cities. The Board emphasised the importance of ensuring appropriate policing and security operations. Later in the year the city centre would host a golf focused event to coincide with the British Open on 21st and 22nd July. A Food Festival on 23rd-25th August was shaping up positively as was the Comedy Festival planned for 26th October-9th November.

The Board discussed plans for Christmas promotions including the arrangements to turn on the Christmas lights. The option of a shift to a Sunday 'switch on' was being considered. Rob Nicklas reported that the BID Retail Committee had supported the Sunday 'switch on' after retail closing time with a series of activities throughout the day to encourage more footfall and a family friendly environment. The Board highlighted the importance of finalising the date as soon as possible to ensure the proper arrangements could be put in place. Ken Baldwin

reported on plans to bring a London Eye type of observation wheel into the city centre over the Christmas period. Some final testing on feasibility and location was being done and it was noted that temporary planning approval would be required.

In relation to other BID activities, Ken Baldwin reported that 2 footfall counters had been installed and a further 2 would follow shortly. Progress was also being made on the proposals for empty shop front management with implementation for units on Whitefriargate first. New high quality city centre maps were being produced and discussions would need to be held with planners over the design and location.

The Board discussed a range of issues relating to current activity including the need for the BID to demonstrate 'added value' in any events and promotions it was supporting and to review the viability of the motor show idea.

3. Minutes

The minutes of the last meeting held on 6th March 2007 were agreed as a true and correct record.

4. Matters Arising

Ferensway Streetscene

The Board emphasised the importance of ensuring there were Christmas lights and banners on Ferensway. Mark Jones reported that he had actioned the request at the previous meeting that the Council's Ferensway premises be well presented for the opening of St Stephens. Various other issues were discussed included verges, adjoining premises, lighting, signage, traffic and pedestrian access and promotion regarding the opening of St Stephens. It was agreed that Ken Baldwin would co-ordinate a Task Group of the Board to develop an action plan to maximise the benefits of St Stephen's opening to the rest of the city centre.

Museums – Mike Killoran reported that he had recently written to Cllr Neal regarding the opening of the museums on Sunday's. A reply was awaited.

Street Marshalls – Ian Bough indicated funding for Street Marshalls had been uncertain due to the conclusion of the NRF project however he commented that Cllr Minns had made a commitment to Street Marshalls in the election manifesto and it was hoped a positive outcome could be secured.

CCTV – it was noted that the Council were actively recruiting for vacancies in the CCTV monitoring centre.

5. Public Meeting Feedback

The Board reviewed feedback from the BID questionnaire requested by levy payers at the public meeting as well as the minutes of various area based meetings with levy payers across the city centre.

Sarah Jackson reviewed the key findings from the survey to levy payers. It was noted that there had been a 6% response rate. A range of views were expressed including support for the Ambassadors scheme, marketing and events. Levy payers were asked about the locations for markets and there was support for Trinity Square and Queen Victoria Square although the general view was that a flexible approach should be adopted depending on the type of market.

The Board considered whether the feedback received to date suggested any major change of BID policy from the priorities set out during the campaign to win a BID. Board members were invited to send any further comments through to the BID team. Ken Baldwin commented that most of the activities set out during the campaign would be delivered in the first year and the Board would need to consider the strategy for years 2, 3 and beyond in terms of any major

amendments. It was agreed that the BID team would organise a half day 'away day' session for strategic planning purposes and the new financial year starting 1 October 2007.

The Chairman then reported on recent presentations to the Citybuild bondholders and Hull Business Forum where the Council's car parking policies had generated a heated discussion.

6. Governance update

BID Retail Committee Forum

The Chairman and Ken Baldwin reported on the newly constituted BID Retail Committee open to all levy payers in the retail sector. The minutes of the meeting were tabled and it was noted that Eric Silver had been elected as Chair of the Forum, as it was now to be called.

Alan Johnson MP

The Board reviewed correspondence with Alan Johnson MP who had met some businesses critical of the BID. Rob Nicklas described his discussions and exchange of correspondence with some of the BID critics and two outstanding issues they had which were the availability of Board minutes and replies to correspondence. Ian Bough indicated that minutes were now available on the holding page of the website which was under construction and the Board had earlier agreed to a revised procedure for approving minutes to ensure all levy payers could access the minutes in future. Mike Killoran asked Rob Nicklas to refer future queries or correspondence from levy payers to the company secretariat. Victoria Jackson pointed out that it was important to emphasise that BID Directors were not being paid to be on the Board, as this appeared to be one of the perceptions that existed. Rob Nicklas indicated there may be a different tone emerging from some of the critics and it was agreed to try to develop a more positive dialogue with them through the structures for consultation set up by the BID.

Board vacancies

The Board noted that a number of levy payers had expressed an interest in the two Board vacancies advertised in the recent BID newsletter. A Board recruitment sub-committee would meet to take this process forward.

Victoria Jackson reported on some interest received by a resident in getting involved with the BID. The Board felt that whilst the Board should be composed of levy payers there may be other ways to engage interested resident groups, perhaps in area forums.

Timing and frequency of Board meetings

In response to comments from Rob Nicklas and Victoria Jackson, the Board considered the timing and frequency of Board meetings. It was noted that the Board had previously agreed to meet every 2 months, with the BID Retail Committee meeting in intervening months. The Board also discussed the attendance of staff and observers as well as non-executive directors and it was agreed to designate specific items for 'directors only' in future should this be deemed appropriate by the Chairman. It was recognised however that those contributing to the BID either as directors, executives or in support were working as a team towards shared objectives to improve the city centre and at Board meetings should normally reflect this inclusive style.

7. Hull City Council City Centre Report

Kevin Priestley reported that bills to levy payers would be sent out in May covering the period to the end of March 2008. A number of other issues were highlighted including progress on the bandstand and possible lighting up of Queen Victoria Square. It was requested and agreed that Kevin Priestley circulate the Council's capital programme for the city centre to directors for information.

8. Management Accounts

The management accounts remained in line with the budget set out in the campaign to win the BID. Ken Baldwin highlighted a cashflow forecast was being produced internally and the BIDs VAT status was still to be resolved. The Board requested a commentary from the company accountant on the management accounts for future meetings.

9. Press Log

The press log was tabled.

10. Any Other Business

In response to queries from directors, the Board were updated on the future of wardens and PCSO presence in the city centre.

Sarah Jackson highlighted that the next area BID meeting would be for Paragon on 17th May at 6.00pm with an emphasis on the future priorities and activities for the BID.

11. Date of Next Meeting

The next meeting would be held on Tuesday 17th July 2007 at 10.00am at 34-38 Beverley Road, Hull.