

EVENING ECONOMY GROUP MEETING – THURSDAY 19TH JUNE 2014 – BONNY BOAT PUB

MINUTES

Present: Kathryn Shillito, Chair (**HullBID**), Mark Andrews (**HullBID**), Alana Ennis (**HullBID**), Francesca Sharp (**HullBID**), Leila Bolton (**Punch Hotel**), Claire Bennett (**Punch Hotel**), Adam Clark (**Sowden & Sowden**), Kirstie Scott (**Sowden & Sowden**), Katie Younger (**JD Wetherspoons**), Katie Thompson (**Neighbourhood Network**), David Forster (**The Welly Club**), David McDonald (**Green Bricks**), Helen Lyon (**The Sugar Mill**), Lynn York (**The Sugar Mill**), Jaime Purves (**JD Wetherspoons**), Jenny Coombes (**Freedon Festival**), Sue Beer (**Rumours & Cheese**), Melissa Green (**Garbos**), Ann Donkin (**The Empress**), Carla Williamson (**Bonny Boat**), Haq Misban (**Bonny Boat**), Deborah Simmonds (**The Welly Club**), Rob Jackson (**Trinity Bar**)

Apologies: Pozition

PREVIOUS MINUTES/MATTERS ARISING:

Kathryn talked through the minutes from the previous meeting and gave an update on the City of Culture team – a London agency are looking to recruit a Chief Executive by July/August when we will start to see a lot of press roll out.

STATE OF TRADE:

- Trinity Bar/Burlington/Bar 21 – more or less the same
- Punch – up on last year's sales. City Hall events are good nights for them, with the recent Beautiful South and Soul nights.
- The Empress – Good with a definite upturn in footfall and general atmosphere. The World Cup seems to affect business as people tend to watch at home.
- Rumours – Average. City Hall events don't help.
- JD Wetherspoon – Food is going well. Still finding that Friday and Saturday nights are quiet due to Princes Ave and Newland Ave.
- Sugar Mill – Was quieter on Saturday due to the England game. Bar 82 has opened and are doing well but are a different clientele, have spoken to them regarding linking up.
- Green Bricks – Same as always, the good weather seems to be good for business. Nothing planned for P1 this coming weekend as didn't really know much about it.

Kathryn spoke how P1 came to HullBID for funding, however as budgets for HullBID are set in September and have been allocated it had to be declined. HullBID offered them an opportunity for a marquee on the Pier to invite businesses but this was declined. There was no knowledge of road closures for the P1 event.

GARY PARKER – POLICE UPDATE

Gary expressed how surprisingly quiet it has been for the World Cup. Going forward Gary asked everyone to be more aware and on the lookout for drinks being spiked, more reports have been coming in relating to this. If you do see anything please report it, be vigilant if you see females alone. To reiterate from the last meeting - the Public order number :- **07551 685650**. The Police are looking to provide 'vulnerable people' training (free) and will be for 1 hour. HullBID will hand deliver invites to licensees.

ADAM CLARK (SOWDEN & SOWDEN) – YUM! FESTIVAL

The YUM! Festival runs Thurs 7th – Sat 9th August. Adam advised that they are looking to get as BID member pubs involved. This year the timings are from 11am until 9pm – so potentially a high footfall of people wanting to go on somewhere in the evening and this will be encouraged. Ideas are currently for organising Ale Trail or food offerings, if you have any feedback and want to be involved please contact Adam at Sowdens:- T: 01482 649311 E: adam@sowden-sowden.co.uk or info@yumfestival.co.uk

Kathryn commented that it has been identified that the new town do need some extra support to tie in and be part of Yum!, it was agreed that Kathryn and Sue (Cheese) would have a separate meeting. There are 18 BID businesses currently involved at no cost to them. HullBID listened carefully to the feedback given from last year by various stakeholders and have adapted plans accordingly to make this year an even bigger success.

GENERAL UPDATE

- Lord Mayors Centenary celebrations - On 28th June the Lord Mayors Centenary celebrations are happening in the city centre, so spread the word as it will be a great day that is free to all. You can see more details on the Hull City Council website :-
http://www.hullcc.gov.uk/portal/page?_pageid=221,911673&_dad=portal&_schema=PORTAL
- Graduation – The Graduation Ceremonies will be held in the City Hall from Monday 14th July through to Thursday 17th July. If you have any leaflets to distribute that we can help with please let HullBID know, as there will be around 8,000 people in and out of the city over the course of that week.
- Networking Events – The next HullBID networking event is planned for 16th July – Talking Sport. Guest speakers are Hull City greats Ian Ashbee and Ken Wagstaff participating in a Q&A with BBC Radio's Burnsy. Also sports lawyer Richard Parnell from Bridge McFarland examines the Tour de France in his talk "Braking Bad: The evolution of doping in cycling". It will be held at the BBC Centre and will also include complimentary food provided by The Hull Pie and a beer/soft drink. To register please contact Francesca Francesca@hullbid.co.uk or via telephone 01482 611850.

In September Hull BID are also looking to incorporate a business networking event as part of the Freedom Festival, hosted in the large marquee and it is hoped the Programme Director for Walk the Plank (who coordinate all the activity) will be guest speaker. We also anticipate a speaker from one of the city's most successful businesses.

The HullBID Awards "Biddies" working in conjunction with Hull Daily Mail – Kathryn encouraged all to apply and be involved with the awards in 2015. It costs nothing to enter and is set to be a huge success once again.

- Purple Flag – It is very impressive for a city to have the Purple Flag status and Hull have done very well to achieve this. Kathryn stated that the city is looking good and was impressed during a walkabout in May how far the city has progressed with improvements and offering. There is activity all over the city, not just bars and clubs but also groups like the Northern Academy of Performing Arts. Kathryn asked that for the next inspection which is planned for September for all licensees to spruce up their premises if needed and be part of the celebrations and raising awareness i.e. if you receive posters/stickers please display them in your window or even dress your premises up (as Bonny Boat did last year). If you do require any help from HullBID please let us know.

- Trinity Square – There are quite significant plans for changing Trinity Square including removing the Church wall which will see the square double. The Council are hopeful that square can then be used to host lots more activity and events. The Church will be illuminated to form a focal point that will look spectacular, also new trees planted and the statue plinth will be reduced. The works should be completed by 2016. Kathryn handed out drawings of the scheme for viewing only – there were no questions.
- Ann Donkin (The Empress) requested details of the bike ride planned for Wednesday 9th July in the city centre – please click on the link below for details

<http://www.visithullandeastyorkshire.com/thedms.aspx?dms=3&feature=1001&venue=2176471&easi=true&msg=Whats+on&pvieflag=e>

JENNY COOMBES – FREEDOM FESTIVAL

- Freedom Festival – 5th – 7th September. Jenny explained that they are just in the process of announcing the programme, mainly because of contracts to the artists involved. Programme information will be drip fed to the businesses but at this stage some areas are a bit vague.
- For Sunday 7th September the festival will extend city wide as there has been a significant investment for this day. They are looking to bring in the weekend tourism and spread the impact where possible within the city centre. There will be a Spectacular with local schools, colleges and the university being involved, making performances happen, and this will bring in extra footfall.
- Kathryn asked about the catering concessions and Jenny confirmed that there are 17 organisations now contracted for catering for the Freedom Festival, 15 of which are local. They researched on the area and spoke to as many businesses as possible to make the opportunity feasible to them and had a great response.
- There has been a great request for a ‘Light Trail’ opening event on the Friday – last year it was a torch lit procession and this year they want to replicate the experience that will integrate and spread in to the old town and this will be heavily marketed. It will be interactive with local artists etc and engaging the buildings around the city. In 3-4 weeks time we will see more announcements on the programme.
- The core remit is to generate tourism – to see around the city things that are unique to Freedom Festival. There were no questions to Jenny.
- Kathryn commented that HullBID have been involved in meetings with the Freedom Festival board and had requested for local businesses to be given 1st choice and the opportunity to be more involved, so as a result are very happy that this has been taken on board. Jenny explained that as the head of the operational team, they have a responsibility to access local talent and the feedback of the impact of the Freedom Festival and feel this year they have made good steps towards this.

ALANA ENNIS – HULL TRINITY FESTIVAL UPDATE

- Hull Trinity Festival – 26th – 28th September. Alana expressed that much like the Freedom Festival, Hull Trinity Festival is going on a journey... from its inception in 2011 which saw a collaboration with old town businesses who hosted live music, to last year having a main stage in Trinity Square and fringe venues. This was the first time an event like this has been held in Trinity Square and was a great success.
- The Trinity Festival is to establish a music scene in the city and this year has received more than **60 applications from bands** wanting to take part.
- Alana thanked all the venues who are on board for this year, in total 28 venues have signed up in comparison last year we had 9 official venues. To oversee the Festival this year in regards to the bars and bands playing, an external lady called Katy has been appointed to liaise with all venues involved. Alana explained that she will be sending out a document requesting key information from each venue signed up to include venue name, address etc and days required, ie what days and times you would like an artist to

perform and the time periods required. This will help Katie to put together a programme and the sooner the information is returned the sooner this can be promoted.

- HullBID champion the Hull Musician's Charter and ask any venue involved to abide by this as far as possible as it ensures that artists are not exploited. Some play for free so they need to be looked after with drinks etc. HullBID can help you with this, to negotiate with the bands if needed.
- The Trinity Festival is about Hull sound and is purely about the music, we can achieve a great music scene within the city centre making it a great weekend. Over the last 2 years it has really expanded.
- Alana explained that she is looking to add sponsorships and next year looking at bigger grants to help market your venues. On the North Church Side this year there will be a food area and BID businesses who do catering are invited to take a stall at no cost, we want to try and make this work for everyone.

ANY OTHER BUSINESS

Kathryn opened up to the floor for opinions on HullBID evening economy meetings and asked the reason why people come i.e. are HullBID providing enough information or if there are any suggestions for future meetings? The feedback was very positive and the general feeling was that everyone is happy how the meetings are conducted and the information received. It was asked if this meeting could form part of the Pub Watch meeting – Kathryn will speak to Gary Parker on the implications of this and incorporating the 2 meetings.

Mark Andrews (HullBID) – his next Saturday night visit is scheduled for 5th July with Gary Parker and welcomes any questions on the evening regarding security/radio.

DATE OF NEXT MEETING

Thursday 31st July, 3pm, Bonny Boat Pub

Kathryn thanked The Bonny Boat for hosting the meeting and providing the coffees. It is much appreciated.