

34-38 Beverley Road, Hull
Tuesday 19th November 2013

Present:

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
Cllr Steven Bayes	Hull City Council
Guy Falkingham	Blueprint
Victoria Jackson	Kingston Recruitment
Steven Marsay	Debenhams
Luc Perquin	Mercure Royal Hotel
Tim Powell	Scotts Property LLP
George Tambaros	Hull & Humber Property Lettings
Steve Trynka	Rollits
Tony Wilkes	Princes Quay

In attendance:

Phil Ascough	Ascough Associates
Paul Bentham	Mail News & Media Ltd
Alana Ennis	Hull City Centre BID
Laura McDermott	Hull & Humber Chamber of Commerce
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Steve Warran	SJW Chartered Accountants
Sam Dennison	Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. WELCOME & APOLOGIES FOR ABSENCE

Apologies were received from David Hatfield, Dave Houchin, Ian Kelly, Mike Pennington and Jon Pywell.

2. MINUTES

Kevin Priestley asked that under Management Accounts, an amendment be made to the wording of the payment received from Hull City Council to reconciliation payment. With this amendment noted the minutes of the Board meeting held on 17th September 2013 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. BUSINESS PLAN, END OF YEAR ACCOUNTS AND 2013/14 BUDGET

i) 2013/2014 Business Plan: Kathryn Shillito gave the Board an overview of the business plan and highlighted that it was structured around the four core strategic pillars. She advised the Board that she would welcome their comments.

Cllr Bayes highlighted that he, rather than Cllr Mancey should be listed as a Director.

ii) End of Year Management Accounts: Kathryn Shillito gave the Board an overview of the end of year management accounts. She noted the net surplus of £68,534, which represented 11% of income had been carried forward into the new financial year. The Chair commented that the accounts continued to be controlled very well and congratulated Kathryn Shillito.

iii) 2013/2014 Budget: The budget was tabled and Kathryn Shillito advised the Board that it has been based around the four core strategic pillars and the successes in recent years. Kathryn gave the Board an overview of the budget and noted the substantial reduction in the policing budget, and advised that the Police had agreed that they had sufficient funding for PCSO's within the City Centre; the reduction for CCTV and radio as a result of no extra funding being available; the marketing budget had been inflated to take into account the Project & Events Manager's salary. Kathryn advised the Board that no budget had been set for street signage as funds had been better apportioned elsewhere. Co-funding had been secured from the Trinity House Brethren for the installation of window graphics in empty units along the Southside of Whitefriargate. Levy collection costs were also noted.

Kathryn advised the Board that the budget for the 2013/2014 financial year was very tight and showed a net surplus of £37,946. She noted that a big objective would be to bring in sponsorship for key events.

Luc Perquin asked for an explanation on the increase in Chamber management and rent. Steve Warran advised that the increase in rent was due to general inflation and an increase in running costs. It was noted that the charge for rent included heating and lighting. Steve Warran further advised that the management charge had not been increased for some years. The Chair asked if consideration could be given to fixing the rent charge.

Lee Appleton questioned the increased budget for footfall counters. Kathryn Shillito advised that she had written to Diane Wehrle at Springboard for confirmation. Victoria Jackson commented that the Springboard presentation had highlighted that much more information could be provided and Kathryn noted that she would be looking at footfall figures in greater detail and provide the Board with a narrative going forward.

5. PRESENTATION ON CHRISTMAS ACTIVITIES

Kathryn Shillito advised the Board that the Christmas 2013 media campaign had been produced by Adrenaline. An investment of £43k had been made and a number of prime time TV advertisement slots had been booked and would start running from the first week of December 2013. Advertisements would also be placed in the Journal, the Hull Daily Mail, in cinemas and on bus backs. Additionally, door drops would be made. It was noted that the Christmas campaign could reach a potential audience of 2.2m.

Kathryn also gave an overview of www.christmasinhull.co.uk, which she noted was the only dedicated website in the City. The website had allowed HullBID to increase engagement with businesses. Levy payers could advertise offers and activities on the website and Kathryn noted that they had been inundated.

6. BID MANAGER'S REPORT

i) Kathryn Shillito presented on the activities and achievements of HullBID. She noted that as outlined in the strategy HullBID had delivered on 3 key initiatives:-

BID Business Networking Events: the first event had taken place during Biz Week, with subsequent events at the Hull History Centre and Hull Truck Theatre. Each event had been full to capacity, with the most recent event being over-subscribed. Great feedback had been received and further events had been planned for 30th January 2014 at The Deep and 2nd April 2014 at Hull New Theatre.

HullBID Awards: a feasibility study had been carried out and had shown there was nothing Hull centric. The awards would recognise and raise the profile of BID businesses and the categories would allow anyone from any BID business to be nominated. The awards would be run in collaboration with the Hull Daily Mail, with the roll out starting in February 2014 with an 8 page supplement. The judging panel would consist of John Netherwood, Pauline Speed, Mike Pennington and Kathryn Shillito. Hull College students would be designing and making bespoke awards. The Award ceremony would take place on 8th May 2014 at Hull Truck Theatre.

Experience Hull Brochure: the brochure had been produced as a direct response to the Evening Economy Group. Each business had a dedicated space within the brochure and the brochure was also being used to promote Purple Flag.

Kathryn also gave a review of the 3 key events which had taken place during 2013:-

Fashion Week: it was noted that 35,000 people had passed through Paragon Station each day, 30 events had taken place during the week attracting an extra 60,000 people into the City Centre. A 67% increase on Twitter had been achieved and Facebook had received 1995 unique visitors and 3117 general visits.

Yum!: this year's event had been the biggest and most successful to date. Discussions would be held with Andrew Dixon and Jon Pywell about expanding future events under the City of Culture 2017 theme of "Routes to Roots".

Hull Trinity Festival: Kathryn noted that this year's event had brought a great deal of credibility. 46% of businesses had reported a 1-25% increase in revenue; 40% a 25-50% increase; 7% a 50-75% increase and 7% a 75-100% increase. The Chair commented that performers had given good feedback.

Kathryn gave the Board an overview of the focus and initiatives for 2013/2014 which included the development of the Experience Hull website; the development of a loyalty scheme, subject to a feasibility study being carried out; a workshop for HullBID Board of Directors to agree and adopt new initiatives that are cost free; a collaboration with P&O Ferries in conjunction with VHEY, Hull Civic Society and the Mercure Royal Hotel to attract passengers to visit and stay in the City Centre; a collaboration with Humberside Airport to install graphics of Hull; the continuation of close collaboration with Hull City Council to help implement new events and enhance existing events and activities; and a focus on seeking sponsorship, in kind support and external funding.

Kathryn highlighted some examples of external funding and in kind support which had been received in the past year. These included support from the Hull Daily Mail, Matthew Grove, Hull City Council, St. Stephens, the Mercure Royal Hotel, Princes Quay, Debenhams, Humberside Police and licensees covering performers food and drink costs for Hull Trinity Festival.

Kathryn updated the Board on Business Liaison visits and noted that 55 documented visits had take place to a wide range of businesses. A range of issues had been dealt with from graffiti removal to raising a long-standing issue on behalf of a tenant whose basement was damp. The visits had been well received, with consistent feedback that businesses were keen to see what value HullBID added and a strong database of information was being built.

Experience Hull website: Alana Ennis advised the Board that if this website were to be developed it would enable HullBID to reach out to the general public with a consumer focus. The website would be active all year round and used as a portal to promote HullBID's key events. The website would also allow levy paying businesses to promote their activities and offers to the general public and would display Twitter feeds from main City Centre venues. Discussion followed and it was agreed that the Marketing Group would fine tune the proposal and feedback to the Board accordingly.

ii) The press log was presented. The piece in the Yorkshire Post about the White Horse on Carr Lane supporting veterans was of particular note. Phil Ascough advised the Board that he was trying to build contacts with the Yorkshire Post Leeds office to strengthen the relationship. He noted the continuing support of the Hull Daily and thanks were given. He asked if the Hull Daily Mail could push the Victorian Christmas event that would take place on the 30th November 2013.

7. HULL CITY COUNCIL CITY CENTRE REPORT

i) Kevin Priestley advised the Board that the Merchant Navy memorial had been unveiled on 8th November 2013.

Costs were being worked through for "Greening the City Centre" and work would start on the public realm after Christmas, with redundant street furniture being removed.

Plans for Trinity Indoor Market were continuing with Cllr Glew seeing this as a longer term project over 1 – 2 years.

Plans had been put forward to remove part of the church wall, which would nearly double the size of the space in Trinity Square which could be used as a performance space. Hull City Council would hope to have the work complete by Autumn 2016.

Kevin noted that a leasing scheme for the Christmas lights had given a much better light grouping.

VHEY would be launching an Advent Calendar on their website, promoting offers and activities in the City Centre.

The Scale Lane footbridge had been entered for a National Civic Trust Award. Hull City Council's property group were looking at options for the unit on the footbridge.

Kevin Priestley advised the Board that Hull City Council's Regeneration Team would be moving out of Kingston House and into Room 11 at the Guildhall on 4th December 2013.

Kevin Priestley asked that consideration be given by HullBID to support Travel Extra. Kathryn Shillito advised that Melanie Toogood had recently visited Travel Extra and they had been advised that the Cityscape maps could be used to promote their facilities. She added that further thought would be given, and that perhaps Hull College Students could carry out a feasibility study. Steve Trynka commented that further information should be sought from Travel Extra as to what support was needed.

8. ANY OTHER BUSINESS

Luc Perquin advised the Board that the Mercure Royal Hotel would be supporting the Hull Food Bank by providing fresh turkey at Christmas. To be able to carry this out he would need a refrigerated unit and asked that anyone who could help with such a unit contact him directly.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 21st January 2014, 10:00am at the Chamber's offices 34-38 Beverley Road, Hull.

10. DATES FOR 2014

The dates for 2014 were noted as:-

Tuesday 25th March
Tuesday 20th May
Tuesday 29th July
Tuesday 30th September
Tuesday 25th November

Meetings will start at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.