

Present:

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
David Hatfield	First Group
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Steven Marsay	Debenhams
Luc Perquin	Mercure Royal Hotel
Tim Powell	Scotts Property LLP
George Tambaros	Hull & Humber Property Lettings

In attendance:

Phil Ascough	Ascough Associates
Paul Bentham	Mail News and Media Ltd
Peter Dodd	Welcome to Yorkshire
Alana Ennis	Hull City Centre BID
Neil Faddy	Welcome to Yorkshire
Craig Mattinson	Humberside Police
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Steve Warran	SJW Accountants
Sam Dennison	Hull & Humber Chamber of Commerce

ACTION POINTS

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Steve Bayes, Guy Falkingham, Mike Outram and Mike Pennington.

2. MINUTES

The minutes of the Board meeting held on 21st January 2014 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito noted that there had been no update as yet from Kevin Priestley regarding the draft plan for Saville Street. It was agreed that she would chase this up. Kathryn also asked if a meeting had taken place with Yorkshire Water to discuss the issues in the Prospect Street area. Both Lee Appleton and Steven Marsay advised that they were still waiting for the meeting to be arranged. It was agreed that Steven Marsay would chase this up.

4. WELCOME TO YORSHIRE

Peter Dodd, Commercial Director and Neil Faddy, Business Development Executive of Welcome to Yorkshire to presented on the Grand Départ of the Tour de France and the related activities of Welcome to Yorkshire, including the production of a pocket cycle guide which would cover routes across the County and the opportunities locally, even though the route would not come through Hull.

Details of the huge media coverage that the Grand Départ would bring to Yorkshire were highlighted along with the potential to attract visitors from the Continent to stay in Hull when they entered the UK via P&O North Sea Ferries.

In the 100 day countdown to the Grand Départ a Cultural Festival would be launched on Thursday 27th March 2014 and events would be held throughout Yorkshire. Peter commented on the linkages to Hull City of Culture 2017 and advised the Board that Welcome to Yorkshire were already involved in discussions with key stakeholders.

A variety of questions were raised and discussed, including secure storage areas for bicycles, improvements to existing cycle trails, issues arising over pothole damaged roads which may form part of the route, ways to integrate coverage of the Grand Départ into Hull City Centre and ways that businesses and retailers within Hull City Centre could welcome visitors from the Continent, such as displaying menus in difference languages and taking euros.

5. MANAGEMENT ACCOUNTS

Kathryn Shillito gave the Board an overview of the 5 month management accounts to 28th February 2014. She noted the additional income of circa £2k due to hiring out market gazebos, the underspend on communications and advised the Board that the Dine Brochure had been held off to accommodate new businesses. Overall, expenditure was being well controlled and was in-line with budget.

6. BID REPORTS

i) Chairman's Report: The Chair noted that footfall was up and the recent openings of new stores, including Tesco in King Edward Street, Pasikonik, the Polish Supermarket in Carr Lane and William Hill, new bookmakers in Jameson Street.

The Chair raised the issue of Land Securities' plans to develop another retail park at Kingwood. He noted that the land was currently designated as light industrial but could change to retail. Cllrs Mancey and Chaytor, along with Mark Jones would be meeting with Jim Harris, Lee Appleton, Steven Marsay, Victoria Jackson and Kathryn Shillito to discuss this threat which could potentially dissuade high street retail from utilising a city centre units, preferring to locate to an out of town shopping.

The next BID Networking event would be held on 2nd April at Hull New Theatre and would incorporate a free showing of the Northern Ballet's Cinderella.

Noting that Luc Perquin had left his position at the Mercure Royal Hotel, the Chair thanked him for his support and contribution to the HullBID Board and wished him well for the future.

ii) Manager's Report: Kathryn Shillito updated the Board on recent activity, including:-

Purple Flag: full inspection assessor visit would most likely take place in September to tie in with Freedom Festival. Areas for improvement were the expansion of early evening economy activities, links with the Police & Crime Commissioner and using students as Ambassadors.

City of Culture: the group would reconvene next week.

Trinity House Brethren: Kathryn and Victoria Jackson had met with the Brethren on 4th February. The Brethren had wanted to know more about the City of Culture Advisory Board and the possibility of Trinity House being turned into a museum was discussed. Kathryn noted that the relationship was strengthening and a further meeting had been arranged for 1st April, with Pauline Davis of Hull City Council attending also.

Trinity Indoor Market: meetings with Cllr Mary Glew continued. Kathryn commented that she would like to see a Centre Manager appointed.

Business Liaison Officer: 56 visits carried out since last report, mainly to banks and building societies. Currently working on a 'Welcome' Brochure.

REYTA's: disappointed not to have won, but delighted to have been shortlisted in the Best Tourism Event category.

HullBID Awards: promotion rolling out well with the Hull Daily Mail. Over 40 individual businesses had been nominated so far. The Awards Ceremony would be held on Thursday 8th May 2014 at the Hull Truck Theatre.

Cleaning and Graffiti Removal: Martin and the Support Officers continue to do a fantastic job. Noted recent issues of rat infestation at the rear of Saville Court and the work undertaken to deal with Sanctuary Housing at Exchange Alley where residents' bins were overflowing.

Biz Week: will be holding an event... "Get ready for City of Culture – How to use City of Culture status to build your contacts" with two guest speakers at 5:30pm on Wednesday 4th June 2014 at the Holiday Inn Hull Marina.

P1 Powerboat Race: the opportunity to sponsor the event had been discussed by the Marketing Group. It had been decided not to progress this opportunity other than paying £200 for the HullBID logo on Hull's boat. It had been agreed that HullBID may host their own networking event on the Sunday and an area had been identified near to the Pier which would allow clear demarcation. A small marquee would be hired and food and drink provided.

Levy Collection Rate: currently just under 97%.

Kathryn also noted her recent meetings with Marks and Spencer, DTZ and KC, along with consultation work with Wakefield City Centre Partnership and her attendance at a recent Hull and East Yorkshire Hoteliers Association meeting as guest speaker.

Reduce the Strength Initiative: Craig Mattinson advised the Board that the initiative had been piloted in the Princes Avenue and Newland Avenue areas and would be launched within the city centre on Monday 7th April 2014. The initiative aimed to engage with street drinkers and refer them to relevant agencies. It was noted that it was hoped that the Court system would support the initiative through the use of enforcement tactics, such as ASBOs.

Alana Ennis covered recent activity, including:-

Edwardian Easter Event: the event would be held on Saturday 19th April 2014 in collaboration with Hull City Council's Heritage Learning Services and Museums. A road closure between Scale Lane and Gandhi Way would be in place.

Fashion Week: from 26th April 2014, with the Grand Finalé being held in the City Hall on 3rd May 2014, a live feed from the Grand Finalé would be shown on a 19ft screen in Queen Victoria Square. Final programme of events would be going to print within the next couple of weeks.

YUM!: planning work was underway and YUM! would be held on 7th, 8th and 9th August 2014.

ii) Press Log: Phil Ascough noted the continuing good coverage provided by the Hull Daily Mail and Radio Humber. Kathryn Shillito covered the press log, which included Fashion Week, BID Awards, the lighting of buildings, the Minerva, the new Polish Supermarket in Carr Lane and the Go Dutch Pancake House.

7. HULL CITY COUNCIL CITY CENTRE REPORT

i) Kevin Priestley noted the announcement of Siemens £160m investment at Green Port Hull and commented that it would bring other developments to the area. He added that a private investor was looking at a £30m development in the city centre.

Kevin updated the Board on recent activity including the C4Di development and the redevelopment of the Fruit Market.

He noted that work on the public realm was continuing and Trinity Square and Queens Gardens had been marked as priority areas. Work also continued with Cllr Glew on the Indoor Trinity Market and plans were being discussed for the appointment of an Old Town Strategic Manager, along with a Centre Manager for the day to day running of the market.

The Scale Lane footbridge had won a National Civic Trust Award as well as a Special Award for Community Impact and Engagement. Kevin noted that more signage for the car park was planned. Luc Perquin questioned the opening times of the car park adding that no times were displayed. Kevin agreed to check this and rectify if necessary.

A 4,000 reprint of the Old Town Guide was underway and work continues with VHEY.

8. ANY OTHER BUSINESS

There was no other business.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 20th May 2014, 10:00am at the Chamber's offices 34–38 Beverley Road, Hull.