

Present:

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
Guy Falkingham	Blueprint
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Steven Marsay	Debenhams
Tim Powell	Scotts Property LLP
Jon Pywell	Hull City Council
Tony Wilkes	Princes Quay

In attendance:

Phil Ascough	Ascough Associates
Paul Bentham	Mail News & Media Ltd
Alana Ennis	Hull City Centre BID
Dave Houchin	Humberstone Police
Cllr Martin Mancey	Hull City Council
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Melanie Toogood	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Steve Bayes, David Hatfield, Mike Outram, Mike Pennington, Luc Perquin, George Tambaros and Steve Trynka.

2. MINUTES

The minutes of the Board meeting held on 19th November 2013 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito advised the Board that it had been agreed to freeze the rent charge until the next BID Ballot.

Cllr Mancey circulated 5 design options from the Highways Agency for the Castle Street footbridge. Each option was discussed in detail along with the removal of existing pedestrian crossings and additional pedestrian access at Queen Street and Porter Street. It was generally agreed that option 4 was the Board's preferred option. Cllr Mancey advised the Board that a budget of circa £1.5m had been allocated for the footbridge, which meant that on the preferred option there would be a funding gap of circa £3m. He added that it was hoped that work would start on the footbridge in 2015 for completion by 2016.

The possibility of linking the footbridge to Princes Quay was also discussed and Tony Wilkes advised the Board that discussions were taking place with Hull City Council and the Highways Agency.

Ian Kelly asked if there were any plans to light the footbridge and Cllr Mancey confirmed that it was anticipated that the suspension tower would be lit.

Victoria Jackson suggested adding a link to the HullBID website for wider consultation – this was agreed. It was also agreed that an email be sent out to HullBID levy payers asking for their views and that responses would be collated and passed back to the Highways Agency. The closing date for the consultation was noted as the 18th February 2014.

Kathryn Shillito asked if there was any further news on the pedestrianisation of Princes Dock Street. Cllr Mancey advised that it had been agreed to pedestrianise the north end of the Street and this would be implemented in due course. He added that when the Castle Street footbridge design had been agreed further consideration would be given to pedestrianising the remainder of the Street.

Lee Appleton asked about works to bolster flood defences and Cllr Mancey advised that works would be undertaken as part of the A63 Castle Street upgrade at the Mytongate junction. He added that separate discussions were being held with the Environment Agency with regard to river defences at Albert Dock in particular.

Cllr Mancey advised the meeting that the Scale Lane footbridge had recently won an international award. A tenant was yet to sign up, but he hoped that coverage of the award would generate some interest.

4. UK CITY OF CULTURE 2017

Jon Pywell updated the Board on the successful bid for UK City of Culture 2017. He noted that support from organisations like HullBID had been a huge factor in securing the award. He highlighted the strengths of the bid identified by the judging panel as being strong, united and effective leadership; the international dimension; ‘Hullness’; outstanding public support and Business Angels, who had pledge circa £500,000.

The overall budget of £18m was accepted as being realistic and Jon noted that half of the programme had already been funded.

The video “This City Belongs to Everyone” had attracted over 110,000 views and worldwide media coverage, which included ITV, Sky, BBC and Al Jazeera, valued at £3.5m had been achieved.

Jon noted the challenges that lay ahead and advised that the next few months would be spent focussing on the building blocks. An interim management team was currently in place, but a dedicated team was being formed. He noted that a lot of work was currently underway behind the scenes in terms of infrastructure and strategic planning and added that communication, capacity building and fundraising were key issues.

Jon advised the Board that during 2017 10 major events and 25 festivals would take place, alongside other special events. Discussions had taken place about aligning 2017 with the hosting of the Turner Prize, the Sterling Prize or the Man Booker Prize.

Discussion followed about the need to ensure that services, such as Hull Royal Infirmary and Humberside Police were able to cope with the increased amount of visitors expected. Jon Pywell commented that conversations would be held with partners to make sure that they were building plans into their budgets.

Steven Marsay commented that it would be useful to think about how City of Culture had impacted on other cities and learn from their experiences.

Ian Kelly commented on the international dimension and highlighted the previous successes of Wilberforce 2007 and the Clipper race. Jon Pywell advised that relationships were being developed with Sierra Leone to tie into the Freedom Theme and added that another strand on the international dimension was the E20 Corridor.

In concluding, Jon commented that in reality the countdown was underway. The City only had one chance, there was everything to play for and a need to do everything well.

5. MANAGEMENT ACCOUNTS

Kathryn Shillito gave the Board an overview of the 3 month management accounts to 31st December 2013. She noted the income was up due to additional hiring out market gazebos. She advised the Board that there was an overspend on the unit management budget, this was due to a collaboration with the Trinity Brethren to cover empty units in Whitefriargate. Funds from the Trinity Brethren were yet to be received but this would bolster the income figure. Overall, expenditure was being well controlled and was in-line with budget.

Kevin Priestley advised the Board that the 3rd quarter levy payment had been made and that a meeting would be held in March to look at the residual. Kathryn Shillito added that the levy recovery rate stood at 94% and noted that only 35, out of the 1,180 hereditaments have been issued with recovery letters.

Kevin Priestley suggested consideration be given to placing any underspend into the bank account for use within the final year of the current BID term.

6. CHRISTMAS CAMPAIGN EVALUATION

The Chair advised the Board that the Marketing Committee had received positive feedback. Steven Marsay commented that the cost of the campaign had proved good value for money. It was noted that the Marketing Committee felt that it was necessary to plan the Christmas 2014 campaign earlier.

Feedback had been taken from 55 businesses. 56% had seen the TV advertisement, 42% had seen the bus backs and radio and Hull Daily Mail coverage had both reached 31%.

Kathryn gave credit to Alana Ennis for managing the website www.christmasinhull.co.uk, which had attracted 11,000 unique views and noted the phenomenal level of advertisements placed by levy payers.

Half of the businesses surveyed were aware of the free multi-storey car parking offer and it had been suggested that this should also have been offered for the Christmas lights switch on and Thursday late night shopping.

Overall, the Christmas lights had been perceived as adequate.

Discussion followed regarding footfall over the Christmas period and it was agreed that marketing was key to increasing footfall levels. It was noted that the City Centre did not trade well in an evening. Jon Pywell commented that this was interesting and that in preparation for 2017 he was interested in hearing how the City behaved.

Tim Powell noted that there was a bit more confidence within the City Centre property market, with a slight increase in take up of existing stock. Ian Kelly raised the issue of Manor Properties and Cllr Mancey advised that Cllr Chaytor was pushing to avoid land banking and for developments to move forward. He added that it was important to get long term schemes started.

7. BID REPORTS

i) Chairman's Report: The Chair gave the Board a review of 2013 and covered:-

Yum! Festival: over 100,000 people had visited the King Edward Street area over the three days and over 22,000 had passed through Whitefriargate on the final day.

Hull Fashion Week: 2013 had been the best year yet, with 60% of businesses surveyed seeing an increase in footfall during the week, and Hull Trains reporting increased passenger numbers.

Hull Trinity Festival: project managed in-house, which saved circa £6k. 65% of businesses surveyed saw an increase in revenue during the event.

The Chair commented that 2013 had been a fantastic year for HullBID, great links had been made with levy payers who were seeing the positive work of HullBID and he congratulated the team. He added that he was bullish about 2014 and the introduction of the HullBID Awards and the continuation of the BID Business Networking events.

Tony Wilkes commented that marketing of HullBID events and activities would be critical again this year. Phil Ascough suggested that with the opening of the new Flemingate development in Beverley in 2015, PR work needed to be planned to reduce the drift of footfall from the City Centre.

Victoria Jackson raised the issue of support for smaller independents to help them offer online shopping and initiatives such as click and collect. The Chair suggested that the Marketing Committee should consider what more could be done to support independents.

ii) Manager's Report: Kathryn Shillito invited Melanie Toogood to update the Board on her recent activity. 37 documented visits had taken place since the last update, and walk-in visits to circa 100. Melanie was now receiving direct calls and emails from levy payers asking "what they were paying for" and commented that these direct contacts were the perfect opportunity for her to speak with levy payers. Endeavours were being made to visit more bigger businesses. Melanie was gathering more in-depth information from levy payers, such as up to date contact details including emails and had spent some time categorising the levy payers database so that targeted marketing could be undertaken when appropriate. Following on from her visits a range of issues had been dealt with from re-painting double yellow lines to assisting Rawcliffes on a long-standing issue of their damp basement.

The Chair asked what the general feeling was about HullBID. Melanie advised that she received positive feedback after she had visited. She added that she would tailor her visits to suit what was needed/expected.

Kathryn Shillito updated the Board on recent activity, including:-

Victorian Christmas Event: the event was held in collaboration with Hull City Council's Heritage Learning Services. Footfall had been circa 10,000. The event had worked exceptionally well for very little cost and tenants within the Hepworth's Arcade had commented that they had not seen the Arcade so busy for years.

Empty Units (Whitefriargate): window graphics had been installed at 6 empty units and co-funded by the Trinity House Brethren. Kathryn and Victoria Jackson would meet with the Brethren for a general update on Tuesday 4th February 2014.

Holiday Inn Express: levy now paid. Will be meeting with the General Manager to discuss installing some graphics in the foyer.

BID Networking Events: the event at Hull Truck Theatre had been oversubscribed. Further events were planned for 30th January at The Deep, with speakers Colin Brown and Dave Hatfield and 2nd April at Hull New Theatre which would incorporate a free showing of the National Ballet's Cinderella.

HullBID Awards: working in collaboration with the Hull Daily Mail who would be printing an 8 page supplement in early February 2014. Have started the roll out of application/nomination forms by hand – circa 50 entries received already.

Evening Economy Meetings: momentum gathering, with 17 licensees present at the last meeting. Humberside Police ASBO Officer and Hull City Council's Licensing also in attendance.

Trinity Indoor Market: continue to work with Cllr Mary Glew.

Fashion Week & YUM!: Alana Ennis working with Sowden & Sowden and Guy Falkingham and currently mapping out work for both events.

Purple Flag: Successful reaccreditation. Key areas highlighted were the use of Purple Flag branding; events and media coverage; investment made in providing quality public realm; HullBID radio system and the inclusion of the evening economy into the City Plan.

Hull Trinity Festival: The Board were shown a video produced by Alana Ennis. Kathryn Shillito commented that the video showed the scale of the event and noted that Trinity Square had never been so vibrant.

Kathryn updated the Board on plans for 2014, which included the entry of Hull Trinity Festival at the REYTA's; work was underway on the production of a welcome brochure, which would be ready in March; an Edwardian Easter event would be held on the 19th April; and mature students from Hull College would be working on a feasibility study on a customer loyalty scheme.

Kathryn added that she believed that it was time for the Board to come together again to develop ideas for 3 key initiatives. This was agreed.

ii) Press Log: It was agreed that details would be attached to the minutes.

8. HULL CITY COUNCIL CITY CENTRE REPORT

i) Jon Pywell advised the Board that due to a slight remodelling of service area Hull City Council's Regeneration and Partnership teams were now located in the Guildhall. Kevin Priestley would be the main contact for the City Centre going forward. Kevin Priestley advised that contact telephone numbers had changed. Jon could be contacted on 614820 and Kevin on 613256.

Kevin Priestley advised the Board that it was hoped to have a draft plan for Saville Street, which would include the removal of the tree at the Queen Victoria Square end of the Street, by the end of January 2014 and that a meeting with traders would be arranged for early February to discuss the plan. If the traders were happy with the plan, funding was available for work to take place and Kevin anticipated that a timescale of 2 to 3 months to get planning approval to remove the tree.

Work had started to review street furniture along main pedestrian routes including Jameson Street, Paragon Street, Kind Edward Street and Queen Victoria Square. It was anticipated that some bollards and barriers would be removed.

Cllr Glew continued to work on plans for the Indoor Trinity Market and would be meeting with the Highways Agency to discuss the planned works impact on the Indoor Trinity Market.

The Scale Lane footbridge had been shortlisted for a National Civic Trust Award. Car parking at the footbridge was being used more, but Kevin noted that signage was needed.

More banners had been installed in the Old Town.

Kevin advised the Board that he would be arranging a meeting with Yorkshire Water to discuss the issues in the Prospect Street area. Both Lee Appleton and Steven Marsay confirmed that they would also attend.

9. ANY OTHER BUSINESS

Victoria Jackson advised the Board that the Hull & East Riding Literary Club were looking for patrons and had reduced the number of lunches from 3 to 2 per year. Mike Ulyatt planning to link future lunches to the UK City of Culture 2017.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 25th March 2014, 10:05am, following the Hull City Centre BID Ltd AGM which would be held at 10:00am. Both meetings to be held at the Chamber's offices 34-38 Beverley Road, Hull.