

**Present:**

Jim Harris (in the Chair)	St. Stephens
Steve Allbones	KCom
Lee Appleton	Prospect Centre
Cllr Steven Bayes	Hull City Council
Julie Buffey	Roisin Dubh
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Tim Powell	Scotts Property LLP
Jon Pywell	Hull City Council
Claire Suggitt	Princes Quay
George Tambaros	Hull & Humber Property Lettings

**In attendance:**

Phil Ascough	Ascough Associates
Paul Bentham	Mail News and Media Ltd
Alana Ennis	Hull City Centre BID
Mike Pennington	Mail News and Media Ltd
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

**ACTION  
POINTS**

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Lee Edwards, Guy Falkingham, Mike Outram and Steven Marsay.

**2. NEW BOARD MEMBERS**

Steve Allbones, Julie Buffey and Claire Suggitt introduced themselves and gave the Board and overview of their backgrounds. The Board unanimously agreed their appointment to the Board.

**3. MINUTES**

The minutes of the Board meeting held on 25<sup>th</sup> March 2014 were agreed as a true and correct record.

**4. MATTERS ARISING**

Lee Appleton noted that a date for a meeting with Yorkshire Water to discuss the issues in the Prospect Street area was still awaited.

Kathryn Shillito advised the Board that a draft plan had now been produced for Saville Street, work would include the removal of some bollards, the repositioning of a bike rack and the crowning of a tree. Businesses in Saville Street were in general agreement with the plan.

Victoria Jackson advised the Board that she had attended a recent For Entrepreneurs Only event, where Gary Verity of Welcome to Yorkshire had encouraged local businesses not to miss the opportunity presented by visitors travelling through Hull for the Grand Départ of the Tour de France. Victoria suggested that yellow flags could be placed along

the route that visitors would take, namely from the ferry terminal and out to the A63, she also noted that this would be an opportunity to reinforce the Hull City of Culture 2017 message. Jon Pywell commented that he thought that this would be a good idea and one which could be put in place fairly quickly. He added that Hull City Council had a number of plans in place to welcome visitors to the Grand Départ of the Tour de France as they came through the City and also highlighted the media opportunities.

Victoria also suggested that the telephone kiosks, which had been used recently at Wembley for the FA Cup final could be used at the ferry terminal.

George Tambaros commented that it was important to get visitors into the City centre and suggested that parking promotions could be offered to encourage visitors into the City centre on their return journey.

The Chair stated that HullBID would be supportive of Hull City Council's plans. Ian Kelly added that the Chamber would be happy to support.

George Tambaros asked for an update on YUM! Alana Ennis advised that a meeting had been held the previous day with Sowdens and acknowledged that work was behind schedule. However, plans were in place and marketing of YUM! was due to get underway shortly.

## **5. PRESENTATION ON TRINITY OUTDOOR MARKET**

Julie Buffey opened her presentation with an overview of her retail businesses Roisin Dubh which she had opened in 2009. She highlighted key challenges and the inspiration behind the reintroduction of an outdoor market in Trinity Square. After collaboration with HullBID, Hull City Council, Holy Trinity Church, VHEY, local businesses and Hull College, and seeking the views of shoppers and local crafters, the outdoor market had been launched in 2012. Since the launch the number of stalls had increased 100% and the market had expanded with stalls on Whitefriargate and in Holy Trinity Church.

Julie covered her vision for Trinity Open Market, noting that it was important that there was no duplication of offer, with one off quality products at reasonable prices and custom products made to order. The market was a useful stage for small businesses and live music had been introduced to help encourage visitors. The market had also been held in conjunction with other special events, such as the Lord Mayor's gala, the live nativity, the Victorian Christmas and Edwardian Easter, the Dutch market, the Civic Society Fun Day and the Elvis Night market.

Holy Trinity Church's average footfall figures on a Friday were noted as being 45, increasing to 363 on market Fridays and Julie also noted that the Trinity Open Market facebook page had over 800 followers.

In closing her presentation Julie highlighted the future aims for the Trinity Open Market, which included funding bids, responding to customer demands, improving transport links, improving marketing and signage and making the market sustainable.

The Board congratulated Julie on her work so far and discussion followed as to how the market could be promoted to a wider audience. Claire Suggitt offered free coach parking at Princes Quay and would forward a contact database to Julie for promotion of the market.

The Chair enquired if Hull City Council could provide funding for the improvement of the market area. Kevin Priestley advised that two schemes were currently being look at, one under the public realm strategy to join the space at the front of Holy Trinity Church with Trinity Square to create a single space and the other was how to visually connect surface routes and how people navigate the City centre. Cllr Bayes advised the Board that Hull City Council needed circa £30m for City centre improvements, but they currently had £12m. Hull City Council had applied to the Humber LEP for infrastructure funding, however the application had been unsuccessful.

Kevin Priestley added that consideration was currently being given to changing the access time zones for Whitefriargate.

## **6. FASHION WEEK REVIEW AND BID AWARDS**

Alana Ennis gave a review of Fashion Week. She commented that it had been the biggest yet, with lots of activity throughout the week, including flash catwalks in Princes Quay, St. Stephens, Prospect Centre and throughout the City centre. Other activities had included paper jewellery making workshops, pop-up shops, a football shirt competition, fashion on the silver screen, a 'Girls Night In' and a 'Make Fashion Your Business' networking event with House of Fraser and Hugh Rice Jewellers which had been held at Cafe Nero. The week had culminated with the Grand Finalé at Hull City Hall with five runway shows and 22 stalls for the Fashion Week Bizarre.

Alana advised the Board that footfall figures on Grand Finalé day had been up by 23,000 and circa £1,000 had been raised for local charities throughout the week.

The Chair recorded his thanks to the Hull Daily Mail for their support.

Kathryn Shillito gave a review of the BID Awards. 250 nominations had been received, with 88 individual businesses being nominated. The partnership with Hull Daily Mail had been a huge success, with lots of PR in the Hull Daily Mail, including its supplements and Business Magazine. Neil Hodgkinson, Editor of the Hull Daily Mail had co-hosted the Awards event and excellent feedback had been received.

The Chair congratulated the team and recorded his thanks to the Hull Daily Mail.

## **7. MANAGEMENT ACCOUNTS**

Kathryn Shillito gave the Board an overview of the 7 month management accounts to 30<sup>th</sup> April 2014. She noted the increased income due to hiring out market gazebos, sponsorship from Hull FC for the Edwardian Easter event and sponsorship towards the BID Awards. The underspend on the staffing budget was due to the transition between the old Secretary leaving and the new one joining. Overall expenditure was in-line with budget.

The BID levy collection rate was currently 97% and Kevin Priestley advised the Board that he would be meeting with Hull City Council's Chief Financial Officer on Thursday 22<sup>nd</sup> May 2014 to look at the 2014/2015 payment schedule. He also noted that there would be a clawback of circa £7,000 to £8,000 from 2012/2013.

## **8. BID REPORTS**

i) Chairman's Report: Issues had been covered already with the reviews of Fashion Week and the BID Awards.

## **9. BID REPORTS**

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

Purple Flag Reassessment: was hoping that the visit would take place in September to tie in with Freedom Festival, but ATCM have now indicated this will take place in October or November 2014. Hull City Council had covered the assessment fees of £3k.

City of Culture: steering group had now been disbanded. A Partnership Board would be formed with Cllrs Geraghty and Bayes, and representatives from the Humber LEP, University of Hull and the City Leadership Board – 6 other positions were available. A Programme Board would also be formed for artistic and programming decisions.

Government BID Reviews: visit by Tahniah Ahmed, High Streets and Town Centre Land and Development, DCLG as part of a BID review to get a sense of issues faced, what worked and what didn't and how BIDs could be improved, including greater collaboration with Hull City Council and joining up policies. Looking at the BID ballot systems, including processes for renewal and appeal. Also looking at additional funding sources.

BID Business Network Events: continue to go from strength to strength, with the Northern Ballet event a full house. Next event will be sports themed and be held on 16<sup>th</sup> July 2014 at the BBC Building, with a guest speaker from Bridge McFarland who are sponsoring the event, along with a question and answer session hosted by BBC Radio sports commentator Burnsey with ex-City players Ian Ashbee and Ken Wagstaff.

Edwardian Easter: This collaborative event with Heritage Learning Services had attracted footfall of 9,000 and sponsorship from Hull FC had funded an Easter Egg trail.

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 guest speakers Bob Spence and Tamsin Fox-Davis at 5:30pm on Wednesday 4<sup>th</sup> June 2014 at the Holiday Inn Hull Marina. 45 of the 80 available places already booked. Victoria Jackson hosting.

YUM!: now in its 5<sup>th</sup> year, with main focus on the marquee which will have Yorkshire, Dutch and Pan-Asian food. The main marquee will close at 9pm so that people migrate into bars.

Christmas 2014: need to start planning earlier than previous years and will reconvene the Marketing Group. Looking at introducing a Macy's style parade on the Sunday, with Hull City Council taking the lead on mapping and logistics. Also looking at another Christmas campaign. Mike Pennington commented that it was important to have a multi media campaign, adding that the Hull Daily Mail were keen to play a bigger part this year.

P1 Powerboat Race: a meeting had been held with the organisers, however they had not produced any concrete proposals. It had been agreed that HullBID would step away from the sponsorship opportunity. Helen Thackery had offered for HullBID to become involved in the Freedom Festival, which presented a better opportunity.

Kathryn Shillito updated the Board on recent key meetings, with included:-

Trinity House Brethren: Kathryn, Victoria Jackson and Pauline Davis of Hull City Council had met with the Brethren on 1<sup>st</sup> April. Discussion had focussed on the possibility of Trinity House opening up some of their property as a museum. Kathryn noted that it had been a very useful meeting.

Fruit Market & Humber Street Redevelopment: met with Dominic Gibbons, Managing Director of Wykeland to discuss plans for the area. Kathryn noted that consideration was being given to inviting Dominic to a future networking event.

George Tambaros noted that a lot of money was being spent on outsourcing marketing and events to agencies and suggested that for the next budget consideration should be given to hiring own marketing staff. Kathryn Shillito acknowledged that this was a valid point, however HullBID were always keen to emphasise to levy payers that they operated with a small team. The Chair suggested that this should be discussed by the Marketing Group, who should identify what skills were needed. Victoria Jackson commented that employing people was expensive, so sometimes buying in skills was economically better.

ii) Press Log: Kathryn Shillito covered the press log, which included Purple Flag, Edwardian Easter, increased City centre footfall, Claire Suggitt's appointment as Centre Manager at Princes Quay, the BID Awards and Fashion Week.

## **10. HULL CITY COUNCIL CITY CENTRE REPORT**

i) Jon Pywell updated the Board on the work of the City of Culture team. It was a requirement of the DCMS that a Company be formed and this was underway. Recruitment was also underway for a Chair and a Chief Executive. The next major appointment would be that of the Programme Director and it was hoped that this post would be in place by the end of July 2014. Further recruitment would take place in October 2014 for a Fundraising and Commercialisation Manager and in January 2015 for a Communications and Marketing Manager.

Jon advised that work was currently focussing on fundraising, and work was underway on the feasibility of programming. He noted that if Hull was to host the Turner Prize during 2017 a decision would be needed by the end of June/early July. He added that there were currently 187 active work streams and he would bring more concrete plans to future meetings.

Jon Pywell confirmed that Hull City Council would be appointing a Market Manager for Trinity Indoor Market and a Fruit Market and Old Town Manager. Both posts would report directly to Jon and it was expected that the posts would be in place from the end of June/early July.

Jon also advised that performance management would be put in place to monitor Hull City Council's impact on the City centre and added that there would be some changes within the Council to market the City, as currently confusing messages were being given and there was a need to develop a strong outward facing image.

Kevin Priestley advised the Board that Cllr Glew continued to push forward work on the Trinity Indoor Market, however Cllr Glew would be the next Lord Mayor, so Cllr Kirk would take over her work.

Kevin confirmed that he continued to push for a meeting with Yorkshire Water.

Kevin advised the Board that Wykeland/Beal were in discussion with traders in the Fruit Market on the redevelopment of the area.

## **11. ANY OTHER BUSINESS**

Phil Ascough advised that he would arrange a photocall for the new Board members.

## **12. DATE OF NEXT MEETING**

The date of the next Board meeting would be Tuesday 29<sup>th</sup> July 2014, 10:00am at the Chamber's offices 34–38 Beverley Road, Hull.