

**EVENING ECONOMY GROUP MEETING – THURSDAY 29<sup>TH</sup> JANUARY 2015 – BONNY BOAT PUB**

**MINUTES**

Present: Mark Andrews, Chair (**HullBID**) Francesca Sharp (**HullBID**), Andy Rollin (**247 Security**), K Woollas (**Ye Olde White Harte**), Linda Levantiz (**Bonny Boat**), Emma Badham (**JD Wetherspoon**), Ann Donkin (**Empress**), Claire Bennett (**Punch Hotel**), Leila Bolton (**Punch Hotel**), Melissa Green (**Garbo's**), Rob Jackson (**Star of the West, Trinity, Burlington**), Mike Beadle (**The Mission**), Sue Beer (**Rumours, Cheese, Riddlers, Lizard**), Ian Goode (**Humberside Police**), FGary Parker (**Humberside Police**)

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**1. PREVIOUS MINUTES/MATTERS ARISING:**

Mark welcomed everyone to the meeting and made introductions. There were no questions from the previous meeting minutes that was held on 10<sup>th</sup> December 2014.

**2. STATE OF TRADE OVER CHRISTMAS**

- Empress – lots better. Shops seemed busier and still lots of out of town visitors.
- Star of the West/Trinity/Burlington – Very good, up on previous year.
- Punch – Excellent, double than last year in parts. Busy nights from City Hall.
- Lloyds – Busier, especially in the run up to Christmas.
- Garbos – Mad Friday was really good.
- Bonny Boat – Good

No reports of any campaigns or promotions to feed back on. Bonny Boat benefited from the Live Nativity.

**3. IAN GOODE – POLICE UPDATE**

Ian Goode reported on changes to Humberside Police and the City as it approaches the 2017 City of Culture. For example – the taxi rank outside of the Empress will be moving to across the street near to the disabled parking bays. On April 15<sup>th</sup> the force structure will all change from it's current 3 divisional make up to one which covers the whole force boundary. The licensing department will then become a central department to cover the whole force area and not just Hull. The knock on effect is that they will hold the portfolio for NTE policing of all of the other towns so you will notice not as many visits. There will still be patrols policing the NTW but there will be gaps in the continuity of who oversees it as has been the case for the past 3 years.

There will be 30 PC's and 1 Sergeant to cover Hull and in the new model but this also includes Withernsea to Hessle and Cottingham. Operators are encouraged to still contact Ian and Gary Parker regarding issues or questions as the long term plan is to maintain Gary as the permanent police/NTE link re licensing matters.

The force will lose 300 officers so it will make an impact everywhere. Although on a positive note we are in a better place than most as a city and we want to keep it that way. There are also cuts to the NHS so the paramedic car could be affected. The Street Angels who the police have been helping to fund may struggle so a lot of uncertainty and it's unclear what will happen to the Street Marshalls as the current contract is up on 30<sup>th</sup> April.

Ian Goode fully recommends that if you haven't already please get your staff on the vulnerability course – contact Ian for details.

Venues on Newland Avenue are putting in applications for late hours which is a worry.

Hull BID evening economy is a good group – if you have any concerns regarding the changes on 15<sup>th</sup> April please feed back to us.

The Red Card System is still in place. Now down to an average of 30 a month being issued compared to 120 a couple of years ago which is a sign that drinkers have been slowly educated as to the standard of behaviour seen as acceptable within the NTE.

#### #STOP PRESS#

1. I have seen documentation that includes the Street Marshalls in the new force model so hopefully they will be retained
2. We have just retained the Purple Flag

PS 1515 Ian Goode  
Violent Crime, Public Order and Licensing Department  
Osborne Street Police Station  
HULL  
HU1 2NW  
D Division  
Humberside Police  
Phone: 01482 976754 Ext. 2854  
E-mail: [ian.goode@humberside.pnn.police.uk](mailto:ian.goode@humberside.pnn.police.uk)

#### **4. BID CHRISTMAS CAMPAIGN**

Mark talked through the 5 events that BID supported financially and with marketing: Santa's Parade, Lights Switch on, Victorian Christmas, Elves Market and the Live Nativity. It was our best campaign to date with the smallest investment. We surveyed businesses and 100% reported the events had a positive effect in bringing in custom. Footfall figures were up as shown below.

##### Christmas Footfall - Saturdays

Wk 47		147,534 on 22 Nov
Wk 48	Victorian Mkt	180,481 on 29 Nov
Wk 49		166,929 on 6 Dec
Wk 50	Elves Mkt	183,226 on 13 Dec
Wk 51	Live Nativity	189,717 on 20 Dec

Edwardian Easter will be happening again on 4<sup>th</sup> April 2015 on High Street. It's the same format as the Victorian Christmas, it will draw at least 10,000 in footfall so be prepared particularly if you sell food. If you want to get involved, i.e you could dress up in Edwardian clothing put on activities in your premises, get in touch with us and we will pass on info to Annika.

#### **5. BID FASHION WEEK**

Hull BID Fashion Week is in its 6<sup>th</sup> year and is a big event for the city. 4<sup>th</sup> – 11<sup>th</sup> April (finale on the 11<sup>th</sup> at the City Hall). You can support it by liking on facebook/twitter and sharing it etc. Although the event is for fashion/beauty, if anyone has a unique way they want to be involved get in touch with Adam on 643911.

#### **6. BID AWARDS**

Working in conjunction with Hull Daily Mail. We are just at the early planning stages. The Awards will be on 29<sup>th</sup> April at Hull Truck Theatre. Hull Daily Mail will do lots of pre and post event promotions in the paper so will get a lot of coverage. Application forms will be available from BID office 611850 or Mark and Raich will drop some into you, they are also available online at the Hull Daily Mail. It's not about quantity of applications, but quality. You can vote

for yourselves. An independent panel will judge. There is no monetary prize but the winners receive a bespoke trophy and certificate. There are sponsorship opportunities available if anyone is interested.

#### **7. IDEAS FOR EVENTS**

Trinity Festival will go ahead – date to be announced but will be late September.

No ideas were brought to the floor at the meeting but please contact HullBID if you have any ideas for future events.

#### **8. HULL CITY COUNCIL – UPDATE**

Kevin Priestley sends his apologies.

Mark relayed information that more bus stops are to be placed down Alfred Gelder Street. The taxi rank outside of Empress will be moved. The indoor market has received funds. New today that Princes Quay are set to open a brand new 24,000 sq foot leisure facility, including a ten pin bowling alley which incorporates both a soft play area and laser tag adventure arena.

There will be a pop up shop in the city centre to approach and ask questions regarding the public realm works to take place, that are due to start late August/early September.

McDonalds and BHS area is to become pedestrianised with no traffic. Ground works from the station to Jameson Street, Story Street, King Edwards Street, Victoria Square, Whitefriargate meeting up in Trinity Square will be changed to marble and stone. You can find an artist impression of the at the Tourist Information.

#### **9. ANY OTHER BUSINESS**

No

#### **10. DATES OF NEXT MEETINGS**

3<sup>rd</sup> March, 3pm, Bonny Boat

16<sup>th</sup> April, 3pm Bonny Boat

28<sup>th</sup> May, 3pm Bonny Boat

**Thank you as always to The Bonny Boat for hosting the meeting and providing the coffees. It is much appreciated.**