

**Present:**

Victoria Jackson (in the Chair)	Kingston Recruitment
Steve Allbones	KCom
Phil Ascough	Ascough Associates
Cllr Steven Bayes	Hull City Council
Julie Buffey	Roisin Dubh
Ian Kelly	Hull & Humber Chamber of Commerce
Tim Powell	Scotts Property LLP
Claire Suggitt	Princes Quay

**In attendance:**

Alana Ennis	Hull City Centre BID
Rachael Austin	Hull Daily Mail
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce

**1. APOLOGIES FOR ABSENCE**

Victoria Jackson explained Jim Harris was chairing a meeting in Manchester so it was agreed that Victoria would chair the meeting. Apologies were also received from Lee Edwards, David Hatfield, Steven Marsay and George Tambaros.

It was noted Steve Trynka had retired from the Board and Victoria thanked him for all his efforts and support over the years.

**2. MINUTES**

The minutes of the Board meeting held on 20<sup>th</sup> May 2014 were agreed as a true and correct record.

**3. MATTERS ARISING**

Kevin Priestley confirmed Savile Street was included in the major public realm improvement scheme. It was going to public consultation in the summer, with work due to be completed by August 2016.

Kathryn Shillito commented that the traders had been meeting with the Kevin for nearly 3 years regarding a scheme to de-clutter the top end of the Street. As yet, no works had been carried out and the businesses had become frustrated, particularly as the scheme has already been designed. Steven Bayes advised he was not aware that traders felt that way but there was limited funding. It was agreed that Steven would discuss the subject outside the meeting with Kevin and Kevin/Kathryn would speak to the traders.

Kevin advised that a consultation was being held on changing the delivery time zones in Whitefriargate to 9 or 10am and a notification was being issued to traders in the area. Kathryn confirmed she would be happy to help with delivery. It was noted a new piece of software for the production of mail shots had been installed and Kevin would notify Kathryn when the mail shot had been issued.

Steven confirmed the new Chief Executive would be joining the City of Culture Partnership Board near the end of the week. The main Board of City of Culture had also been shortlisted and interviews were being held in August.

It was noted the Council was reviewing the job specification for the Trinity Market Manager's position in the Old Town. Kathryn enquired who needed to be approached in the meantime as there was currently no acting manager that is accountable for the running of the market. Kevin Priestley confirmed he would deal with issues in the meantime and Kathryn confirmed she would drop him a note.

#### **4. YUM FESTIVAL**

Alana Ennis confirmed last year the Festival had been increased in size and this year it would be even bigger. The brand direction had been changed as more cultural elements and an international theme had been included, since Hull had received the City of Culture award. There would be 66 stalls and the event was being held between 7 to 9 August. It was noted 23 BID members had emporium stands. In the evenings there would be food, drink, cooking demonstrations, entertainment and music until 9pm.

A PR launch had been arranged for Thursday morning, 7 August, and the organisers would be visiting shops and handing out buns.

Kathryn advised the main contact for the event was Adam at Sowden & Sowden. The event had gone through the Council's Events Safety Advisory Group (ESAG) and they were satisfied with the planning and health and safety, particularly around alcohol being served.

There was some discussion regarding the creation of a new 'Experience Hull' website which would include offers, event dates, etc. Alana commented that although HullBID had its own B2B website (with a good following), we did not have a public facing presence and we were missing a trick particularly regarding promoting our events.

Kathryn commented she had worked with the Council in the past on the possibility of creating a website of Hull events but this never materialised because it would need resources to keep updated.

Kathryn commented HullBID still supported Humber Street Sesh by loaning gazebos but now this was an established event it no longer puts direct funding towards it. It was noted the Sesh, which was run by Mark Paige, supports business on Humber Street and surrounding areas and was a niche event so the organisers probably would not want it to spread into traditional pubs on other streets. This year, wrist bands for £3 each had been introduced for Sesh. Kevin complimented Alana on the Yum leaflet.

#### **5. EIGHT MONTH MANAGEMENT ACCOUNTS**

Kathryn gave a summary of the 8 month management accounts to 31 May 2014 and gave the background to the accounts. Invoices had been issued in June to levy paying businesses and £273,000 had been collected to date. She was confident they would be on budget for the end of the financial year.

Kevin confirmed payment schedules had been agreed up to January 2015.

It was noted that there was a footfall counter above Marks and Spencers but this didn't provide an accurate picture of the numbers going beyond M&S down to the indoor market. It was suggested this be moved further down Whitefriargate. There would be a cost implication but Kathryn would investigate.

It was noted that although HullBID was contributing substantially less into additional PCSO hours, the same coverage for policing was being provided. In addition to the PCSOs, two Special Constables were also covering the BID area on a week-end.

It was noted that, by 2013, the police and BID could claim that crime had reduced by 40% and it would be useful to know the current state of play. It was suggested that Lee Edwards should be asked to speak at a future meeting on crime in the city centre.

It was noted that the last BID ballot was held in September 2011 and it was agreed that work needed to start on the next BID ballot campaign in Spring 2015. A BID boundary review could also be proposed at the time of a ballot if this was felt desirable.

Kathryn had held a meeting with a representative of the managing agents of Kingston Retail Park and the Manager of Outfit who had expressed disappointment at not being in the BID area, particularly after learning about the success of Fashion Week which impacted negatively on her footfall. Kathryn therefore explained how the BID boundary could potentially be extended at the renewal ballot. However, if the boundary was extended, a key concern was whether the BID would get support from other retailers in the park. Kathryn suggested a further meeting with all of the retailers to gauge whether they would be supportive. This was agreed.

Kathryn explained she had been looking into voluntary payments from small businesses who expressed an interest in joining the BID, and had been investigating with other BID groups the approach to the levy. If voluntary payments were considered, the minimum levy would need to be £50 and this would only be for a basic service including cleaning, invitations to networking events etc but not CCTV. Three businesses located outside of the BID area were interested in this voluntary option but there was a concern it may fragment the services that the BID offers. The alternative would be to ask the companies to sponsor an event.

It was agreed all these issues would be considered by the Campaign's Sub-Committee when it was re-established in Spring 2015.

## **6. BID MANAGER'S REPORT**

i) Kathryn Shillito to update: Kathryn presented her report. The BID Biz week event had been oversubscribed and its profile had been excellent. Kathryn had also been a guest speaker at Hull business women's breakfast. Cuckoos had been relaunched. The most recent networking event had been held at the BBC building (sponsored by Bridge McFarland) and was very successful. Kathryn had also been working with Les Pooley at Vanilla and plans were in place to collaborate more closely.

Melanie, the Business Liaison Officer, had visited 76 businesses to date. The Gay Pride event was being held on Lombard Street on 19 July 2014. The Purple Flag inspection was being carried out in early November. HullBID had appeared on 'Look North', speaking about their collaborative work with '65 Cars' and their new initiative to educate taxi drivers about important facts and attractions within the city centre, coverage had been on BBC Radio Humberside discussing the new hotel and conferencing centre.

ii) Press Log: Kathryn gave a summary of the press log. Excellent coverage by the Hull Daily Mail regarding forthcoming events. Coverage from the Look North and Radio Humberside also helped promote events.

Currently 11% of units in the BID area were empty; this was an improvement on the previous figure of 16%.

Kathryn asked to record how well everyone was working together on the HullBID team.

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

Kevin explained Jon Pywell had been catching up with work after being on holiday for a week, so had not been able to attend the meeting. The selection process for the Chief Executive position for the City of Culture was nearing completion. The offices would be moving into Pacific Exchange. Work had to be carried out on the building as it was currently fitted out for the purposes of the police who had previously been based there.

The Government was only 40% of the way through its redundancy programme. A reduction of £10m per year was expected over the next 5 years. Staffing numbers at Hull City Council would have to be reduced from 6,000 to 2,500 (excluding education) by end of the process. Currently there were 4,000 staff at the Council (excluding education).

The Chief Executive for the City of Culture had to decide whether to appoint new staff or use re-deployed staff. Victoria Jackson was concerned that the Chief Executive's staff were not in place as the City of Culture was in 2017 but Cllr Steven Bayes explained preparation for the City of Culture was more a procurement process, rather than being dependent on the Chief Executive.

Julie Buffey commented that flowers would enhance the City centre and it was suggested that Julie try to obtain sponsorship from local florists. However it was noted that the main issue would be the maintenance of the plants, for example, watering; as the Council's budgets were being cut, there was no staffing available.

It was noted Kevin was starting to put together a funding bid for an indoor market in Trinity Square.

It was anticipated that Hull would pass the Purple Flag.

Kevin advised he was trying to progress the issue of the Prospect Centre drains smell but he had only been able to speak to people lower down the hierarchy at Yorkshire Water to date.

It was noted that, at a future meeting, more time would be allocated for discussing Hull City Council plans for the City centre.

Kathryn confirmed the marketing group was meeting on 6 August to discuss Christmas arrangements and it would probably be a multi media campaign.

Rachael Austin confirmed she would send details to Kathryn of the events the USA run in early December.

## **8. ANY OTHER BUSINESS**

There was none.

## **9. DATE OF NEXT MEETING**

The date of the next Board meeting would be Tuesday 30th September 2014, 10:00am at the Chamber's offices 34-38 Beverley Road, Hull.