

34-38 Beverley Road, Hull
Tuesday 30th September 2014

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
Steven Marsay	Debenhams
Lee Appleton	Prospect Centre

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
Craig Mattinson	Humberstone Police

1. APOLOGIES FOR ABSENCE

Apologies were received from Jim Harris, John Pywell, David Hatfield, Claire Suggitt, Mike Pennington and Lee Edwards. Rachael Austin attended instead of Mike Pennington and Craig Mattinson attended instead of Lee Edwards.

2. MINUTES

The minutes of the Board meeting held on 29th July 2014 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito confirmed the tree on Savile Street has been crowned and she thanked Councillor Mancey for arranging it.

Kathryn enquired how candidates applied for the Trinity Market Manager position. Kevin Priestley confirmed the vacancy would be on the Council website once it has been approved by HR within the next few weeks.

Victoria Jackson commented that the Chief Executive for Hull City of Culture was announced on 25th September and she had heard good reports about him.

Kathryn confirmed Alana Ennis was developing the 'Experience Hull' website with the design agency Eskimosoup.

Kathryn confirmed she had not heard from the managing agents on the Kingston Retail Business Park – who had expressed an interest in joining HullBID - regarding a meeting so she would contact them again.

Steven Bayes noted Hull City Council was expecting to have to make £5-£10m cuts in the next 5 years.

4. PRESENTATION ON CRIME AND POLICING IN HULL CITY CENTRE

Craig Mattinson gave a presentation on Crime and Policing in Hull City Centre.

Changes were occurring in April 2015. With reference to neighbourhood policing changes, all 7 neighbourhood teams were disappearing and instead there will be two teams called Hull East and Hull West, split by the river. Hull city centre will be covered by Hull West. The number of police will be reduced by 200 and the number of civilians will be reduced by 500 by 2018. They had to save £31m; 80% of the budget was wages so the number of staff had to be reduced. However they hoped to be able to still deliver the service they currently provided.

Shifts will be reduced to 8-10 hours; previously they were all 10. More officers will be on the street and bureaucracy will be reduced. There will be no redundancies as it was all natural wastage, i.e. retirements and less recruitment.

HullBID will still have the neighbourhood force from Osborne Street. PCSOs were only being cut by 2-3. The two teams will be increased to three so there was someone on the early and late shift every day.

Shopping centres will continue to be informed via the patrolling matrix and there will still be public order staff in the evening.

There will be a greater impact on 999 calls. A lot of detail was not ironed out yet and it will come out in the next few months.

The Chief Executive noted there had been a 40% reduction in crime since the BID was set up and asked Craig if he could provide an update. Craig confirmed in 2013 there was a national increase in crime, particularly in relation to retail theft. However the police were confident the figures were returning to the level they were 2-3 years ago. There was an initiative to prevent crime via Project Sodium. It was noted Kathryn received on-going crime figures. Steven Marsay commented that Debenhams did not join Project Sodium as they did not feel it fitted with their national policy and there was a contradiction with what was happening nationally. He noted the Project was a trial. He commented that a woman had stolen £5,500 of cosmetics from Debenhams over a period of time and she was probably using gumtree or ebay to sell the products.

The Chief Executive asked if Hull was considered safer than in the past and Craig Mattinson confirmed this was correct.

Steve Allbones enquired if the sickness rate was expected to increase but Craig commented that, as there were fewer officers working night shifts, there may be fewer people off sick.

Lee Appleton enquired if retail crime was still only treated as a misdemeanour but Craig advised retail crime was now a key focus. The police were looking at CEX; their national policy was wrong as they accepted 9 identical items. Lee commented people walk out of Debenhams with stolen goods and sell them in CEX; Debenhams has told CEX staff but they were not interested. Craig confirmed the police were looking at charging staff with handling stolen goods.

5. ELEVEN MONTH MANAGEMENT ACCOUNTS

Kathryn gave a summary of the 11 month accounts. The main overspend was radio and CCTV but the additional income from hiring stalls/gazebos will compensate for this. Although the 11 month accounts are showing a surplus in certain areas, by the end of the financial year the accounts will balance out. Kathryn will meet with Hull City Council late 2014 / early 2015 to see if a reconciliation payment is due in March 2015.

Kathryn confirmed the collection rate was 97% last year. The levy collection costs variance was due to an invoice being received in August earlier than the anticipated September.

6. BID CHAIRMAN'S REPORT

The Chief Executive noted on the Chairman's behalf that Steve Trynka from Rollits was stepping down as Vice Chair so they were starting the process for identifying a new Vice Chair. If anyone was interested in the position, they should contact Jim Harris or himself.

7. YUM! FESTIVAL OF FOOD AND DRINK/HULL TRINITY MUSIC FESTIVAL

Alana Ennis showed a video of the Yum Festival. It was 3 days of food and drink and the feedback was that record sales were achieved and footfall vastly increased. The Lord Mayor opened the Festival. BBC (Midlands) visited Hull during the festival to film a report regarding Leicester City's promotion into the Premier League and how this would impact. They were interested to see how Hull had benefited.

Alana showed a video of Trinity Festival including the Secret Gigs at iconic places within the city including Holy Trinity church roof. Marketing the event included 1500 posters and 20,000 flyers whilst BBC Radio Humberside ran interviews with Toploader and HullBID. The event drew in sponsorship and support from KC and Hull Daily Mail and the Community Safety Partnership contributed over £5k to the event because it supported Purple Flag Week. There was also advertising on Facebook and a new website was set up. A lot of people visited the Old Town. One business which had been closed for some time in the Old Town has re opened in Trinity Square. Trading did extremely well.

HullBID was carrying out an evaluation with businesses on revenue achieved from the festivals with some bars already reporting a 300% increase. There was a 28% increase in footfall compared to the previous Saturday and a 36% increase in footfall compared to the previous Sunday.

The HullBID team cleaned the streets throughout/after the event resulting in a significant cost-saving. A lot of hard work was put into the festival to ensure its success.

Steven Marsay left the meeting.

8. BID MANAGER'S REPORT

HullBID has been selected as a Healthy High Street city (BITC initiative) and is working in partnership with Hull City Council and local 'champions' from Marks and Spencers, Santander and Boots to look at ways to increase footfall, reduce empty units and increase jobs. A number of initiatives/activity has already taken place including a meeting with local commercial property managing agents to raise awareness of HullBID and its works; Cllr Chaytor, the Chair of the planning committee also attended.

Julie Buffey and Kathryn had held a meeting with the Trinity brethren who were interested in how the Hull outdoor market operates to see if there is any potential in utilising their car park once the old school has been demolished. It was noted Boyes has moved into the old Peacocks store site which should help drive footfall.

Kathryn has been working with the New Town traders group who were disappointed they did not get any activity around the Freedom Festival. They were looking at a comedy circuit in some of the venues.

Ian Hodges wanted to talk about planning and what the Council was doing to attract students. Kathryn was hoping to set a meeting up with Councillor Mancey.

Kathryn advised that the BID marketing group met in August with a particular focus on Christmas. Previously funding was directed at a media campaign promoting the city centre across TV/radio/press/bus backs etc but because of budget constraints this year, the campaign will focus on collaborations with other stakeholders. To date the calendar includes:

16th November – Santa's Parade in conjunction with Princes quay

27 November - Christmas lights switch on in Hull.

29 November – HullBID was collaborating with Heritage Services on a Victorian Christmas event/market

13 December – Elf-themed Christmas market in King Edward Street with live reindeer which Julie Buffey was arranging.

20 December – Holy Trinity Live Nativity

The Christmas in Hull website was also being freshened up. In 2013 there were over 11000 views to the site which is immensely popular with BID members who can advertise their offers at no cost.

Lee Appleton commented there was a lot of focus on the Old Town around Trinity Market and he felt the New Town was missing out. Julie Buffey advised that they were struggling at that end of town. Kevin Priestley confirmed South Street was part of the public realm changes. Lee commented there needed to be more of a balance of focus and activity for the New and Old Town for the City of Culture.

9. HULL CITY CENTRE REPORT

Cllr Bayes advised Hull City Council had been let down by the LEP. They were not receiving the £6m from the LEP which they expected. The side entrance to the Prospect Centre was a mess regarding how the traffic worked. The Council was trying to find another £5m which would help in preparation for improving Hull for 2017.

Kevin Priestley commented that, if South Street was being used as an event space, when it was dug up it would be good time to put in power and water. Kevin agreed to discuss it with Lee Appleton. Cllr Bayes commented disabled parking on Jameson Street was another issue.

Julie Buffey commented the market stalls needed to be balanced with more independents as they were struggling.

Kathryn said it would be really beneficial if Lee Appleton and Steven Marsay attended the New Town traders group.

Kathryn had asked the City of Culture team if it would like to be involved in Yum, Trinity and the Christmas Festival.

HullBID was not apparently accepted as part of the Partnership Board for City of Culture and Kathryn was disappointed and had written to Jon Pywell. She did not know who was successful in gaining a place and why the BID was not accepted. Her main concern was who would be the conduit with local city centre businesses.

Alana Ennis commented there was no contact route for enquirers wishing to contact a member of the City of Culture team. People kept contacting the HullBID team as they thought BID were Hull City of Culture. Cllr Bayes confirmed a Board Meeting was being held on 1 October so things should become clearer.

The Purple Flag inspection was being held on 1 November. There has been lots of progress, e.g. improved lighting. £5,000 for the marketing and communications programme and £1,000 for gazebos has come from funding from the Community Safety Partnership.

Kathryn commented that on the Saturday night of the Trinity Festival, (a family friendly event which children and the elderly attended), police went through the crowds with drugs sniffer dogs. Kathryn had to speak on the Burnsey radio show the following Monday as they were interested to know why the police dogs were used. She responded that although she supported the police 100% she was baffled. This focus unfortunately 'took the shine off' the festival when in fact it had been a great

success. Craig Mattinson explained sniffer dogs were sent to places of high footfall so that is why they were used at the Purple Flag opening event. However, the police were aware of the feedback.

Kevin Priestley confirmed he was happy to start a conversation with Gary Taylor on South Street. There has been a public consultation on Princes Quays and people wanted to be involved.

The Fish Trail has just had a refurbishment. VHEY was organising a re-launch of the Fish Trail in November.

It was important that completed feedback forms were returned on the City centre odour issue. Kevin was working his way up the Yorkshire Water management tree and would send the forms to Kathryn. Businesses can then report the odour directly to YW.

With reference to BID Finance, Kevin was arranging a meeting with the Council's finance people the following week so Kathryn had a budget to work to.

It was noted that Martin Green was to join the City of Culture team on 1 October.

Kevin Priestley was discussing City centre performance and footfall statistics with people from Healthy High Street. He was obtaining weekly figures from 2-3 hotels. Lee advised Holland and Barratt and Ann Summers were looking to move out and Kevin agreed to speak to them. Julie Buffey commented that the footfall counter could be misleading as people used the street for access rather than shopping.

The percentage of empty units in Hull was approximately 11%, which compared favourably to the national statistic of 14%.

Cllr Bayes commented it was unlikely Hull City Council would receive grant aid from English Heritage for public realm. Landmarks were needed to help people navigate their way through the City centre so funding was required. There was no obvious route from lottery funding and £1.5m was needed to move the statue, etc.

Julie Buffey enquired if there was a mentoring scheme for people who wanted to set up businesses in Hull and Victoria agreed to provide Julie with information.

Kevin Priestley enquired if the ballot date was going to be March 2016 and Kathryn and Victoria agreed to confirm the date to Kevin.

Kathryn went through the press log. Articles in Hull Daily Mail included the promotion of the Yum Festival, revamp for public realm, promotion for Trinity Festival, Secret Gigs, the music festival and the sponsorship from KC for bus stops.

10. ANY OTHER BUSINESS

There was none.

11. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 25th November 2014, 10:00am at the Chamber's offices 34-38 Beverley Road, Hull.