

34-38 Beverley Road, Hull
Tuesday 25th November 2014

Present:

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| Jim Harris (in the Chair) | St Stephens |
| Victoria Jackson | Kingston Recruitment |
| Steve Allbones | KCom |
| Jon Pywell | Hull City Council |
| Cllr Steven Bayes | Hull City Council |
| Guy Falkingham | Blue Print |
| Ian Kelly | Hull & Humber Chamber of Commerce |
| Tim Powell | Scotts Property LLP |
| Mike Pennington | Hull Daily Mail |
| Steven Marsay | Debenhams |
| Lee Appleton | Prospect Centre |

In attendance:

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| Phil Ascough | Ascough Associates |
| Kevin Priestley | Hull City Council |
| Kathryn Shillito | Hull City Centre BID |
| Barbara Nelson | Hull & Humber Chamber of Commerce |

1. APOLOGIES FOR ABSENCE

Apologies were received from Claire Suggitt, Lee Edwards, Tim Powell, Craig Mattinson, George Tamaros, David Hatfield and Julie Buffey.

2. MINUTES

The minutes of the Board meeting held on 30 September 2014 were accepted as a true and accurate record.

3. MATTERS ARISING

Kathryn Shillito confirmed she was holding a second meeting in January 2015 with the managing agents of the Kingston Retail Business Park to look at a potential expansion of the BID boundary.

Kevin Priestley had held conversations with Yorkshire Water. Things were progressing well.

It was noted Pizza Hut had left Hull city centre and Sainsburys were taking over the old Jameson Street post office, whilst Nisa had taken over the old Walmsley's unit on Carr Lane.

4. BUSINESS PLAN, END OF YEAR ACCOUNTS AND 2014/15 BUDGET

i) To agree the 2014/15 business plan (incorporating the strategy)

Kathryn Shillito explained the Business Plan was a draft incorporating the strategy, with the operational side detailed at the end. Melanie was now on board and she had met with 300 businesses. It was noted the Business Plan would be placed on the website but not given directly to levy payers.

At the request of the Board, Kathryn Shillito agreed to provide a breakdown of how many of the businesses have a rateable value of more than £50,000 and this information would be added to the plan. The Business Plan was agreed. Any further comments would be welcomed.

ii) End of Year Management Accounts

Kathryn Shillito summarised the accounts. There was an increase of £12k on what was budgeted for private other income. This facilitated the purchase of additional radios/radio consumables; the radio system plays a central role in bringing together security teams, the Police and the Council.

There has been a £7.4k saving on entertainment, which will be carried forward to develop the 2nd ballot renewal campaign.

There was a net surplus of £48k however the budget starting on 1 October 2014 would be challenging so spending would need to be very carefully controlled.

iii) To agree the 2014/15 budget

HullBID met regularly with Hull City Council's collection team regarding the levy. The anticipated income for the 2014/15 financial year was a minimum of £430k which is significantly down on the previous year (£480k). Kevin Priestley explained this was due to buildings being demolished, revaluations etc but also because the Council's financial year differs from the BID year. However there may be a reconciliation payment due early 2015 if further income is recouped, particularly following the liability hearings. The collection rate has previously been set at around 96-97% however Kevin advised that this was a generous figure and realistically it may be around the 94% mark. Kevin advised it was vital that the provision was made to allow a good campaign to secure the 2nd renewal. Jon Pywell commented there was a significant increase in independents coming in, but in smaller units.

It was noted PCSO's were invaluable and form a key part of the partnership of BID and Humberside Police. The Police were in a period of uncertainty at the moment due to funds being reduced. £5,500 had been received from Matthew Grove for an additional 25 radios.

The Rapid Response figure in the accounts was the cost of Martin Foster who works full time, and includes the costs of maintaining the van, the provision of graffiti removing chemicals, paints etc.

Kathryn Shillito explained they had to draw in the spend this year on lighting but provision had been made to ensure the Christmas lights were put up. We are obliged to work with the KWL as a requirement of the Council.

The main budget was to cover events and marketing and provision was made to secure Fashion Week, Yum Food Festival and the Trinity Festival. It would also enable BID to collaborate (and fund) into smaller events as they happen.

The main bulk of the evening economy budget would go towards the Hull Trinity Festival.

The data collected from the footfall counters has become far more specific; BID members receive weekly statistics and they enable us to measure the footfall around events. It was felt the investment was a good one.

The Salary figure in the accounts under 'staffing' included Kathryn Shillito and Francesca's salaries.

Management fees include Chamber admin support/utilities/rent

Professional costs were the costs in respect of potential solicitor fees, Sadofsky's and Steve Warran

Sundry costs were Kathryn Shillito's expenses, travel, etc.

Kathryn reiterated the importance of sponsorship and in kind support. 2014 saw some substantial funding coming in... £10k towards Trinity Festival and promoting Purple Flag, £5k plus towards BID events etc. It was also noted Hull City Council let BID use King Edward Street for free for the Yum Festival which was a substantial saving. The budget was agreed.

5. PRESENTATION ON CHRISTMAS ACTIVITIES

Kathryn Shillito explained they had gone down a different route for Christmas this year. Previous years it was based on a media campaign. This year, they were collaborating with other stakeholders to enhance existing events including the Quay's Santa's Parade which would keep costs down.

It was noted HullBID had upped their game on social media. The Christmas in Hull website has over 7000 viewers whilst Facebook and Twitter followers are growing at a pace.

The Christmas Lights switch on was 27 November 2014. BID has partly funded the fireworks. BID was also working with Holy Trinity for their event in December.

The next event was the Victorian Christmas Market on 29 November 2014. HULLBID has invested money to have an ice rink and additional street musicians and activities. In 2013, the Victorian Christmas market had drawn 11000 people into the Old Town and it was hoped this success would be repeated.

The elf themed Christmas market with live reindeer happening on the 13th December is a joint effort between BID and Julie Buffey and was virtually cost free to BID.

Jim Harris confirmed autumn had started quite strongly.

Steve Marsay noted everyone in retail was discounting for Black Friday. Internal trade and click and collect was expected to increase dramatically on Black Friday. Shoppers could order on the internet on 23 November and receive the delivery on 24. They needed to think about open and finish times in car parks to get people into shops especially for Black Friday.

Debenhams were in Kingswood and would be in Beverley next year. They had probably lost 1% of trade to Scunthorpe due to the bridge toll reduction. It was important to get shoppers in on other days as well, not just on events like Black Friday. They needed to look at different car parking charges at different times of the day.

Steve Allbones commented HullBID needed to plan towards Black Friday next year, using experiences from this year.

Phil Ascough enquired whether there was much going on around Small Business Saturday but nobody had anything to report.

6. BID MANAGER'S REPORT

i) Kathryn Shillito to update

Kathryn Shillito noted there had been a networking event on 19 November 2014 where Martin Green, Chief Executive of the City of Culture Company was the guest speaker and it had worked exceptionally well. Lockings had sponsored the food and drink and the History Centre venue did not charge a hire fee. It is hoped the next one would be at M&S late January and Kathryn hoped one of M&S directors would be attending (TBC).

New businesses included Sainsburys on Jameson Street and Nisa. There were also a lot of new food independents including Purple Pig on King Street, Tex Mex on Carr Lane, Riddlers on King Street, Gourmet Burger in Prospect Centre, and Mike's American Food on Savile Street.

Kathryn Shillito noted the proposed public realm works were looking great. The important bit was disseminating information to businesses, eg. road closures, bus routes/times.

HullBID had been working with some of the independent new town traders to look at ways of promoting the area with events. A New Town Traders Group was formed and welcomed larger organisations to be involved including Debenhams, St Stephens, Prospect Centre etc. Councillor Mancey and Jenny Coombes from Freedom Festival were invited to the second meeting to take questions from traders about increasing events. Jim Harris said the meeting was useful to share concerns and for the larger businesses to understand what issues the independents were facing. Lee Appleton commented that he met with Mark Jones to look at potentially holding a market on South Street but nothing had happened as yet. Kathryn agreed to chase up Cllr Mancey to see if this can happen.

HullBID was working in partnership with Boots, M&S and Santander on Healthy High Street campaign whose aim is to increase footfall, reduce the number of empty units and provide more jobs. As part of the campaign BID and Santander joined forces to promote a business/community event within Santander's premises.

Fashion Week was being held in April 2015. Marketing has been outsourced to Sowden and Sowden.

Kathryn Shillito and key partners Hull City Council and Humberside Police were part of a full Purple Flag walkabout with assessors on 1 November. They went to Hull Truck, Albemarle, St Stephens, Ferensway, Princes Dock Street and the Deep on the walkabout. HullBID had received funding from the Community Safety Partnership which was used for marketing.

The BID awards was a brilliant event which was a good investment for HullBID and was well managed by the team at the Hull Daily Mail. The event will be hosted again in 2015 as this proved extremely popular with BID members and gave them (and BID) plenty of exposure.

ii) Press Log

Kathryn gave an overview of the press log. The C4DI event was very successful. Articles had been placed in the local press on Purple Flag, Trinity Festival, Health High Street and Christmas events. Kathryn reiterated her thanks to Mike Pennington at the Hull Daily Mail for all the support they give. Similarly BBC Radio Humberside does a good job in helping promote BID events.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell thanked Kevin Priestley for standing in at HullBID meetings while he has been busy with the City of Culture. Hull City Council were focussing on access, navigation, signage, transport hubs and parking. It was about the quality of the environment and the experience. Other areas the Council was working on were infrastructure, public and private sector projects, issues around hotel accommodation, public art, visitor information, training for welcoming visitors to Hull and booking facilities. Jon explained the Council was looking at something bespoke for 2017. The target for

the number of volunteers was 4,000. Events would be across Hull, not just in the city centre. It was noted that Hull's image to the outside world has been good over the last 12 months, partly due to Siemens and Reckitts.

8. ANY OTHER BUSINESS

Kevin Priestley confirmed the next BID ballot date was 24 March 2016 and he issued a paper outlining the milestones. Kathryn Shillito has asked Matt Corrigan, who was her counterpart in Lincoln, to the next Board meeting in January 2015. It was agreed the best people to receive ballot papers were local contacts, rather than head office contacts.

Kathryn Shillito agreed to check the statistics for how many BID's had won and lost in the 3rd term ballot.

It was noted Paul Cartmel of Hull Daily Mail would be attending future BID meetings.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 20th January 2015, 10:00am at the Chamber's offices 34-38 Beverley Road.

10. DATES FOR 2015

The meeting dates for 2015 listed in the agenda were agreed.