

**Present:**

Jim Harris (in the Chair)	St Stephens
Victoria Jackson	Kingston Recruitment
Julie Buffey	Roisin Dubh
Jon Pywell	Hull City Council
Cllr Martin Mancey	Hull City Council
George Tambaros	Hull & Humber Property Lettings
Ian Kelly	Hull & Humber Chamber of Commerce

**In attendance:**

Phil Ascough	Ascough Associates
Kevin Priestley	Hull City Council
Melanie Toogood	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce
Michael Armstrong	Lincoln Business Improvement Group
Paul Cartmell	Hull Daily Mail

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Kathryn Shillito, Lee Appleton, Claire Suggitt, Steve Allbones, Steven Marsay and Guy Falkingham. Melanie Toogood attended in place of Kathryn Shillito.

**2. MINUTES**

The minutes of the Board meeting held on 25 November 2014 were accepted as a true and accurate record.

**3. MATTERS ARISING**

There were no matters arising.

**4. LINCOLN BID**

Michael Armstrong, Deputy Manager of the Lincoln Business Improvement Group (BIG), gave a presentation on BIG.

BIG have recently completed their 3<sup>rd</sup> ballot. Michael Armstrong joined BIG as Events and Promotions Manager. He commented it was all about getting out there, knocking on doors, talking to businesses, getting involved and getting themselves known. It was important to get to know the press. He had been with BIG since 2005 and they had approx 800 heraditaments. They also had Board members from Lincoln City Council. A good proportion of businesses did not meet regularly with Lincoln BIG but the work that BIG did was what built up their reputation.

There were 2 people in the events team but there were 20 people in total at Lincoln BIG. They ran the tourist information centre and also provided security across the City Centre, and employed an evening economy manager. Some of their initiatives included hanging baskets for Lincoln in Bloom and Christmas trees for Lincoln City Centre. BIG also arranged a jazz festival which involved pubs and clubs; BIG did the marketing and the businesses paid for the artists.

Lincoln BIG levy was 1%. BIG sometimes experienced criticism from some of the traders but they had invited a strong opponent of the BIG onto the Board so he was obliged to argue from the inside and it had worked well.

The recent Lincoln BIG ballot result was 84% and the marketing was based on the draft business plan. Lincoln City Council used their democratic services team within the City Council to issue the ballot papers and they were sent to local businesses, rather than head offices.

Victoria Jackson noted that the service provided by independent body Electoral Reform Society (ERS) in 2011 was not always consistent due to the main account handler taking leave for illness. There were also problems with some ballot papers not being received by certain businesses. HullBID did not know how they were delivered, presumably by first class post, although they knew how they were addressed. There were 10 challenges and the Secretary of State dismissed all counts. Kevin Priestley noted the regulations stated the ballot papers had to be sent to the person who was responsible for completing them so, ERS was provided with the levy database of those eligible to vote and the ballot papers would be sent to them. It was noted that, at the time of the last HullBID ballot, unfortunately there was also a postal strike.

The Chairman acknowledged Victoria's comments and said it would be preferable to keep the ballot local next time.

Phil Ascough noted that the local papers were very positive on the ballot but other papers, for example, the Yorkshire Post, were not. However, the Yorkshire Post was also negative on the recent Leeds ballot.

The Chairman referred to some statistics that Kathryn Shillito had provided. There were 184 BIDS in the UK and Ireland. 77 have had a successful first renewal and 7 reached and had a successful second renewal at the time of counting.

## **5. MANAGEMENT ACCOUNTS**

The Chairman referred to the 3 month accounts to 31 December 2014. He noted the summary on page 3 was useful and they were on the right side of budget. Victoria Jackson commented that Kathryn Shillito had managed the accounts brilliantly. The 3 month accounts to 31 December 2014 were approved.

Michael Armstrong noted that Lincoln BIG's turnover was £1M and the Chief Executive confirmed HullBid's turnover was £0.5M. Michael noted a person called Sue Bell worked 2 days a week for Lincoln BIG as a fund raiser and she has been very successful.

## **6. CHRISTMAS CAMPAIGN REVIEW**

The Chairman noted the Christmas campaign was very successful, the new website launch went well and activity was great.

Julie Buffey noted the Victorian Christmas, Elves market and Christmas lights switch on had all gone very well.

The Chairman commented that the Victorian market attracted 15,000 people. It was the BID's 11<sup>th</sup> Christmas and he felt it was the best yet.

## **7. BID REPORTS**

As Kathryn Shillito had sent her apologies, the Chairman gave an update on events.

He confirmed Kathryn Shillito has been talking to the LEP about the possibility of ERDF funding. He also noted 100 graffiti tags have been removed in the last 3 months.

Hull Fashion Week was taking place between 4 – 11 April and HullBID was working with Hull College on Fashion Week.

The Chairman confirmed that he would arrange for the next ballot working group to meet. Michael Armstrong agreed to let Melanie Toogood know how much Lincoln BIG allocated out of their budget for their ballot campaign. The Chairman confirmed £5k has been allocated in the HullBID 2015 budget.

Phil Ascough noted there was excellent coverage in the Hull Daily Mail on Christmas and that they were looking at asking people to send old wedding photographs for Fashion Week.

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

Jon Pywell noted the City of Culture was setting out its stall at the moment and key appointments were now in place. They were moving into Pacific Exchange on 26 January.

Cllr Mancey commented that a transport and logistics forum has been set up to ensure visitors can get into Hull and to City of Culture events. Public realm improvements would have a massive impact on the City Centre over the next year or so.

He referred to reports on Grimsby and Hull unemployment statistics by the Centre for Cities group, which had been issued on 19 January, and confirmed the figures were now out of date. The City Council had £76M of investments planned over the next 18 months which had increased public confidence in the City's preparation for City of Culture.

Cllr Mancey also referred to the concept of the Northern Powerhouse and explained that Hull was now part of the group of cities progressing transport for the North and that an interim report would be available in March.

## **9. ANY OTHER BUSINESS**

Jon Pywell confirmed that the review of business rates in 2017 will be fiscally neutral and that support for small businesses re business rates was being extended.

Victoria Jackson confirmed she was part of a Business Women's breakfast club. They were running a competition with Newlands Girls High School, asking what the pupils think the word 'culture' means. The City of Culture team was involved.

## **10. DATE OF NEXT MEETING AND NOTICE OF ANNUAL GENERAL MEETING**

The date of the next Board meeting will be Tuesday 24<sup>th</sup> March 2015 at 10:05am this will follow the Hull City Centre BID Ltd AGM which will be held at 10:00am. Both meetings will be held at the Chamber's offices, 34-38 Beverley Road, Hull.