

**EVENING ECONOMY GROUP MEETING – THURSDAY 22<sup>nd</sup> OCTOBER 2015**

**HULL CHEESE 3PM**

**MINUTES**

Present: Kathryn Shillito (**HullBID**), Raich Orr, (**HullBID**) Francesca Sharp (**HullBID**), Phil Ascough (**Ascough PR**), P Smith (**Moderation**), Rich Weavers (**Telstar**), Chris Poole (**Telstar**), Eve Backhouse (**Courts Bar**), Kerrie Woollas (**Ye Olde White Harte**), Linda Levantiz (**Bonny Boat**), Carla Williamson (**Bonny Boat**), Claire Bennett (**Punch Hotel**), Dawn Morgan (**Hull CC Public Health**), Kie Maston (**Bar Babylon**), P Moore (**Bar Babylon**), Leanne Gerrard (**JD Wetherspoons**), Jo Richardson (**McDonalds**), Kate Younger (**Admiral**), Emma Jordan (**Admiral**), Jackie Snow (**Leonardo's**), Mark Bayston (**McCoy's**), James Birch (**1884 Dock Street Kitchen**), Martin Walker (**HCC Civic CCTV**), Rachael Watts (**Furley & Co**), Susan Brooks (**Hull Cheese/Rumours/Lizard Lounge/Silvers/Riddlers/Garbo's**), Chris Saddington (**Humber Security Services**), Neil Hill (**Humber Security Services**), David Cooke (**Mercure Hull Royal Hotel**), Gary Parker (**Humberside Police**)

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**1. PREVIOUS MINUTES/MATTERS ARISING**

Kathryn welcomed everyone to the meeting and explained due to the visit at Civic 1 it would be brief. Minutes of the last meeting held on 3<sup>rd</sup> September 2015 were agreed.

**2. UPDATE ON POLICING**

Gary Parker, Licensing Officer reported that the city centre has been fairly quiet recently, possibly down to Hull Fair. The night time economy policing is still well-controlled.

Gary explained that they have managed to fund 50 places on the BIIAB Level 1 Award in Responsible Alcohol Retailing. Places are free to personal license holders and if you would like to book a place please contact [enquiries@puretrainingsolutions.org.uk](mailto:enquiries@puretrainingsolutions.org.uk) (course details attached).

Course dates:- Wednesday 18<sup>th</sup> November 09:30 to 13:00  
Wednesday 25<sup>th</sup> November 13:00 to 16:30  
Friday 4<sup>th</sup> December 09:30 to 13:00

Kathryn asked the group if there had been any particular incidents/issues involving homeless/drinkers etc?

Next month Roper Street night shelter (near Princes Quay) will be closing which may cause some issues as users of this facility may struggle to find alternative accommodation. Any incidents please ring it in and get it logged or alternatively contact Mark or Raich at HullBID. We assume that the residents of Roper Street will be guided by the support agencies to go to the other 3 facilities... The Crossings, Hull HARP or William Booth.

**3. BRIEF UPDATE ON TRINITY FESTIVAL**

Trinity Festival ran for its 3<sup>rd</sup> year. Saturday was a little quiet, however, Sunday made up for it. Really pleased with how it went. HullBID rely on feedback from businesses and their comments. This year we spoke to 23 businesses. Continued...

- 96% said they knew that Hull Trinity Festival was taking place
- 83% said they received marketing material.
- 39% said the overall event improved on last year's festival, 26% said n/a and 35% said not.
- 43% said the line-up of music acts on the main stage was average, 39% don't know, 9% good, 9% n/a
- 87% said the Trinity Festival should continue to book national headliners.
- 74% saw an increase in business.
- 11% saw an increase by 75-100%, 28% saw an increase by 50-75%, 28% saw an increase by 25-50%, 33% saw an increase by 1-25%.
- 30% did additional promotion for Hull Trinity Festival.
- 43% saw the social media activity.
- 91% said HullBID should invest in Hull Trinity Festival in 2016 (subject to re-ballot).

In 2016 HullBID will be looking at a different venue as due to the regeneration works the square will not be an option.

#### **4. PHIL ASCOUGH 'SUPPORTING THE CITY WITH GOOD PR'**

In view of the negative coverage of the evening economy in the Mail recently, Phil gave a brief presentation on how to deal with the media if approached:

- Keep a positive message, for example *'We've got great beer, friendly service and a warm welcome.... we're the best bar in Hull.... the old town is buzzing etc.* It's quite disheartening to read *'there is nothing happening in Hull, the place is dead'* which was reported recently by one of the city centre bars. Think about the response....who is the best person to speak and represent your venue - it's not necessarily always the boss.
- Develop your own media policy.
- Look at what you have got that the Avenue's don't have. In the old town particularly you have got variety, character, historic setting, mixture of music-playing venues and traditional bars to allow good conversation, live entertainment, wide age group with something for everyone, close to nightclubs, more people living in the city centre, more police, family-friendly etc etc. Oscars Bar who sponsored Hull Trinity Festival introduced live music in their venue which was a success and are now hosting live music when no-one else is.
- On the Avenues there is more competition between businesses; it would be good to have a joint initiative in the city centre.
- HullBID can help to get you media coverage. If you have got any ideas, turn them into a PR success and do a press release. HullBID have a very good rapport with Hull Daily Mail.

The meeting ended and all made their way to a presentation and insight at Civic 1.

**Date of next meeting:- TBC (back at the Bonny Boat)**

**Thank you to Hull Cheese hosting the meeting. It is much appreciated.**