

Present:

Jim Harris (in the Chair)	St Stephens
Victoria Jackson	Kingston Recruitment
Julie Buffey	Roisin Dubh
Tim Powell	Scotts Property
Steven Bayes	Hull City Council
Lee Appleton	Prospect Centre
Steven Marsay	Debenhams
Claire Suggitt	Princes Quay

In attendance:

Phil Ascough	Ascough Associates
Kathryn Shillito	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce
Paul Cartmell	Hull Daily Mail

1. APOLOGIES FOR ABSENCE

Apologies were received from Ian Kelly, Jon Pywell, George Tambaros and David Hatfield. It was noted that Steve Allbones has left Kingston Communications and the HullBID Board.

2. MINUTES

The minutes of the Board meeting held on 20 January 2015 were accepted as a true and accurate record.

3. MATTERS ARISING

It was noted that the Lincoln BID won 86% of the vote in the Lincoln BID ballot.

Kathryn Shillito had also held a meeting with the Chairman of the Leeds BID Board, who said winning the BID ballot would be challenging and did not have a big campaign, however they were voted back in with a good majority.

Steven Marsay commented that they needed to make the HullBID ballot campaign fit the requirements and keep it contemporary. He noted that people looked at cost. The Debenhams store in Beverley was opening later in 2015 so they would have a big presence in the area. However a lot of the business was via the internet. Arcadia brands were considering opening concessions in Debenhams, rather than BHS. Costa, Mothercare, Sports Direct were also looking to move into Debenhams, due to the sale of BHS. In addition, Top Shop did not have enough room in St Stephens and were considering having a concession in Debenhams.

Kathryn noted that HullBID's role was to help increase revenue within BID businesses and the security initiatives - including the radio system/additional PCSOs etc – assisted this as they were a preventative method against shop theft. Steven Marsay commented that Debenhams also had a theft problem as electrical goods were being stolen and sold on via second-hand shops.

Kathryn pointed out that the BID hosts security forums with the police and one particular retailer who was known for selling on goods was causing issues. Julie Buffey suggested that Trading Standards may be able to help, for example, regarding their registration for selling second hand goods.

Victoria Jackson requested that this particular issue be highlighted to the police. Claire Suggitt noted that Princes Quay also had a theft problem, but they had a Shop Alert scheme which alerted all tenants at Princes Quay. Kathryn Shillito confirmed the BID security forum was the ideal place to air the problem. Lee Appleton commented the police have highlighted that resources have been cut so they have less numbers. Steven Marsay believed that there would still be PCSOs in Hull city centre but that their numbers and hours were being reduced. He noted that the level of theft in 2014 was the same as in 2011 but shop sales have reduced.

Jim Harris noted that the BID's work also included acting as a pressure group to improve access and car parks.

Steven Marsay highlighted increasing staffing costs as problematic in an already difficult trading environment. The minimum wage was increasing from £6.50 to £6.70 per hour. Sales advisers and senior sales staff were now paid almost the same amount as supervisors, so supervisors pay had to be increased. Julie Buffey commented that, if internet shopping was taking over, they needed to encourage people into the City centre for the shopping and all-round leisure experience and address any anti social behaviour that may be off-putting.

Phil Ascough noted that York BID was hoping to move to ballot in November and Steven Brown has commissioned Steve Hughes as a canvasser.

Victoria Jackson commented that the success of Claire Suggitt's ice palace should be recognised.

Steven Marsay noted Debenhams had taken more money on cosmetics on Black Friday than any other day. Jim Harris commented that Black Friday should be noted in the BID calendar for the City, but it also affected Christmas sales negatively as people could only spend their money once.

4. MANAGEMENT ACCOUNTS

Kathryn Shillito referred to the management accounts for the 5 months to 28 February 2015 and explained that the levy income had to be forecasted back in September 2014 in preparation for the new financial year in October. £88k was forecast for the January quarterly payment but after discussions with the Council it was put forward a more realistic figure of £80k would be achieved. She noted that the collection rate for the levy was 'healthy' at just over 95%. An end of year reconciliation payment of £30 - £35k was expected in April 2015 (for the year 2014/2015).

5. BID REPORTS

i) Chairman's Report

Victoria Jackson explained the BID Ballot Working Party had held their first meeting where they had discussed strategy. The group has decided to do what the BID do best which was networking events and these will be increased for the remainder of the year. The police would be invited to a networking event to demonstrate the collaborative approach to security, and a DVD of HullBID's events would also be created showcasing events, security, cleaning, networking and other BID activity.

It was noted that Victoria Jackson, Jim Harris and Kathryn Shillito were attending a meeting at Kingston Retail Park to ascertain whether it was feasible to extend the HullBID boundary.

Steven Bayes explained the ice area may be relocated. Victoria Jackson asked if it was worth inviting the ice arena to be incorporated into HullBID and Steven Bayes confirmed she would need to speak to the individual tenants.

It was noted that lawyers, bankers and accountants would be encouraged to attend BID network events. Jim Harris asked the BID Board to notify Kathryn Shillito, Victoria Jackson or Jim if they had any negative vibes from tenants.

Victoria Jackson confirmed the ballot documentation on hereditaments was robust. The BID Ballot Working Party was reviewing arrangements to ask Hull City Council to carry out the ballot.

Victoria Jackson commented that Kevin Priestley was not available to attend the Board due to illness.

Kathryn Shillito commented that for the last 3 years, Hull City Council's costs to collect the levy had increased by 1% year on year but it was undecided how much they would charge for the collection period 2015-2016. In negotiations with the collection team, Kathryn Shillito requested that this was looked on favourably and the increase was minimal. Cllr Bayes agreed to discuss the subject with Cllr Hale who would decide.

Kathryn Shillito confirmed that the BID Ballot Working Party had decided not to recruit outside advice to facilitate the campaign this time.

ii) Manager's Report

HullBID Fashion Week was being launched on 4 April. Approximately 70 businesses were participating and the finale was being hosted by Keeley Donovan. The website had been re-designed and included lots of offers and discounts. M&S were involved on a big scale and they were holding a big catwalk show on their premises.

Edwardian Easter was being held on 4 April and the anticipated footfall was 10,000.

The HullBID Awards was being held on 29 April at Hull Truck. Approximately 500 nomination forms have been collected by BID support officers. The closing date was 2 April and sponsorship had totalled £1750 towards the event.

BIZ week was starting on 3 June and for a second year HullBID would be hosting an event. The theme is 'Inspiring Women' and guest speakers are successful business-women including Rosie Millard. A Dinner would be held on the 5th June at the Mercure Hull Royal Hotel (who is co-sponsoring the event).

Hull Pride was being held on 18 July on Baker Street. The BID was supporting the event and was providing staff to erect the market stalls.

The budget for the Yum Festival was slightly less this year. HullBID were working with Sowdens on the event. M&S would be holding a BID business networking event to kick-start the festival.

The Trinity Festival was being held between 25-27 September in Trinity Square.

The strategy for Christmas was the same as for 2014 i.e. collaborative projects with partners. Events would include Santa's Parade, Christmas lights switch on, elves market, Victorian Christmas and Live Nativity. The Christmas lights switch on would be 12 November.

Kathryn Shillito has recently held a meeting re Healthy High Street.

It was decided that the 'Experience Hull' website would prove far too difficult to maintain and BID doesn't have enough resource to do it consistently. It will be replaced with a website that will promote the 'Shop local' theme... a dedicated website for member businesses to market their products and services. Research with businesses regarding the dedicated Christmas in Hull website has flagged up a huge demand for this type of site.

Leeds Building Society has asked for support from HullBID for their 1 April launch event which BID was now organising.

The BID's role in Public Realm negotiations was to ensure businesses were aware of, and kept informed, about the work that would potentially cause disruption. Kathryn Shillito commented there was concern regarding the movement of the bus stops on Monument Bridge. However Steven Bayes confirmed there were no plans to relocate bus stop from Monument Bridge.

Kathryn Shillito commented that she meets Martin Green on a regular basis and had suggested there be a regular column in the BID newsletter on City of Culture.

Kathryn had also held a meeting with the LEP to see how the BID could tap into funding but this

might not be feasible because the projects the BID invest into may not match criteria.

With reference to cleaning and maintenance, 50 graffiti tags had been removed in February.

It was noted that Kathryn Shillito and Jim Harris were meeting with Community Junction and Shopability.

iii) BID Ballot Working Party Notes

The BID Ballot Working Party notes were noted.

iv) Press Log

Phil Ascough noted there had been press releases in the Hull Daily Mail for Fashion Week, Purple Flat and Edwardian Easter. Tweets had also been issued through Bondholders.

Phil Ascough referred to the media plan for the BID ballot and asked Board members to mention their involvement with the BID if they were interviewed by the press.

6) HULL CITY COUNCIL CITY CENTRE REPORT

Steven Bayes confirmed Kevin Priestley had returned to work on 24 March.

He also noted there were two potential hotel sites in the Old Town and that the proposed hotel site on Ferensway (old LA's nightclub land) was going to pre-app shortly.

7. ANY OTHER BUSINESS

There was none.

8. DATE OF NEXT MEETING AND NOTICE OF ANNUAL GENERAL MEETING

The date of the next Board meeting will be Tuesday 19th May 2015 at 10:00am, at the Chamber's offices, 34-38 Beverley Road, Hull.