

**Present:**

Jim Harris (in the Chair)	St Stephens
Victoria Jackson	Kingston Recruitment
Julie Buffey	Roisin Dubh
Tim Powell	Scotts Property
Cllr Martin Mancey	Hull City Council
Lee Appleton	Prospect Centre
David Hatfield	First Group
Claire Suggitt	Princes Quay

**In attendance:**

Cllr Mary Glew	Lord Mayor of Hull
Phil Ascough	Ascough Associates
Kathryn Shillito	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce
Paul Cartmell	Hull Daily Mail
Kevin Priestley	Hull City Council

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Ian Kelly, Craig Mattinson and Guy Falkingham. Cllr Mancey attended in place of Cllr Bayes.

**2. MINUTES**

The minutes of the Board meeting held on 24 March 2015 were accepted as a true and accurate record.

It was noted that Steven Marsay was now at Debenhams in Meadowhall and there was no news of his successor at Debenhams Hull as yet.

Kathryn Shillito referred to page 3, paragraph 3, of the minutes regarding collection costs for the levy and confirmed there will be an increase of 1% which reflects the previous years and is acceptable.

**3. MATTERS ARISING**

Claire Suggitt confirmed the leisure complex at Princes Quay was opening to the public on 22 May. There were lots of offers for £1 and also a 'value pack' which included bowling. She noted the complex was a £1.6M investment. Kathryn Shillito commented that Hull BID would like to arrange a network event there.

Jim Harris commented that Chiquitos, adjacent to Kingston Retail Park was closing. He noted that Hull's evening economy businesses were struggling and the issue needed to be addressed for City of Culture 2017. There is a danger that a lack of bed space might push business across the river to Grimsby/Scunthorpe and people may opt to eat in Beverley.

**4. PRESENTATION ON PARTNERSHIP WORKING BETWEEN THE BID AND HULL CITY**

## **COUNCIL**

The Lord Mayor of Hull, Cllr Mary Glew, gave a presentation on partnership working between the BID and Hull City Council.

Cllr Glew commented she felt extremely proud and privileged to have held the centenary role. She had met some very committed people and many people from around the world. Hull had a buzz about it and ABP and Siemens would change the face of the docks in the City. Hopefully the Humber would become the centre for renewable energy due to Green Port, which would have an impact on employment and growth in the City. The build up to City of Culture 2017 was putting Hull on the map and there was a buzz in the Guildhall. There was also an increase in people wanting to invest in hotels and retail in the region.

It was noted that the Public Realm works were starting in September and the cruise terminal was being put forward around July.

Cllr Glew commented that 'Royal Night Out' had been filmed in Hull. Kevin Priestley explained that the architecture was a good mix in Hull which attracted film makers. Claire Suggitt noted that one of the Lorraine Shows was filmed at Princes Quay in May.

### **5. FASHION WEEK REVIEW AND BID AWARDS**

Kathryn Shillito commented that Fashion Week 2015 was superior to previous years with some big names involved including M&S who hadn't participated in previous years. It was supported by the 3 shopping centres and Debenhams and had great coverage from Hull Daily Mail. 70 businesses participated in the event and many of them had a stall. Hugh Rice sponsored the main catwalk. Feedback forms were circulated which confirmed that 96% of businesses that participated were happy with the event.

HullBID worked in partnership with Hull Daily Mail on the BID Awards. Awards included Best Start Up, Service with a Smile, Pavement Pride, Safe City and Ambassador Award. Sponsorship generated £2,800 and an after event party was held at Vanilla. The event was oversubscribed so a bigger venue may be needed next year.

### **6. SEVEN MONTH MANAGEMENT ACCOUNTS**

Kathryn Shillito referred to the seven month management accounts. She explained that the HullBID had received a reconciliation payment which boosted funds considerably. They were also due to receive sponsorship from the Business Awards and Hugh Rice. Under spends were due to the timing of invoices.

### **7. BID CHAIRMAN'S REPORT**

Jim Harris commented that the Board needed to look at after 6pm trade and discussions are ongoing with businesses including Stanley's and Vanilla. It was proposed to recruit a specialist company to prepare a comprehensive report with recommendations but this would require funding. Jim Harris agreed to bring a proposal back to the BID Board regarding ways to increase evening trade, including a joint effort with Bondholders.

Kevin Priestley suggested that the BID could send out a prospectus to major restaurant chains to tell them about footfall figures and opportunities for restaurants.

David Hatfield commented that there were problems with anti-social behaviour in York in the evening so First Group were looking to run 'dry' trains to try to reduce the alcohol related issues. He noted that, if Hull's evening economy expanded, it might lead to more alcohol related anti social behaviour.

Cllr Mancey referred to the York Hotel area on Anlaby Road. He explained that the hotel was full of asbestos and the property needed to be scaffolded. The removal of the asbestos would cost

£750k. The Council was looking at a compulsory purchase order but the cost of removal/demolition exceeded the value of the site.

Jim Harris commented that Hull had an annual footfall of 12 million people. Claire Suggitt noted that the bowling alley in Princes Quay would be open until midnight or 1am on Fridays and some food outlets and retailers were looking to open until this time to see if it generated extra business.

Cllr Mancey commented that there was a video of the City which would be a good marketing tool. The BID Board asked for it to be circulated.

It was noted that Princes Dock Street was a successful area for eating places but it varied from area to area due to footfall. Jim Harris commented that lunchtime trade tended to spend £5 on lunch, so Stanleys needed to find a way to convert the £5 lunchtime trade into £15 - £20 trade, which was the average price for lunch at Stanleys. Kathryn Shillito noted that there were plans for other eateries to open in the Stanley's area but James at Stanleys thought that would dilute the offering.

## **8. BID MANAGER'S REPORT**

### **i) Kathryn Shillito to Update**

Kathryn Shillito confirmed that the Yum Festival was being held on 7 and 8 August 2015. The BID were organising the event themselves this year so it would save money on management costs, as they would not be using Sowdens. 37 stall holders have signed up already and the event could accommodate 50 stalls in total.

The Trinity Festival was being held between 25 – 27 September (incl.) and the BID were working with The Warren (for the stage line-up) and HPSS (for health and safety). Discussions were underway with a local sponsor which would see a substantial investment into the event. This will allow acts to be sourced of a higher calibre and fund a network event.

Kathryn had attended a meeting with the new owner of Number 2 Humber Quays (Nick Tribe of Quidnet Capital) and was invited to speak at a tenants meeting later in the year. No. 2 Humber Quays was now almost fully tenanted.

Kathryn had also held a meeting with Sainsburys on Jameson Street and attended a meeting with the Trinity Brethren invited the new manager of M&S Terry Lees along. During the meeting he advised the Brethren that he was unaware of any intentions to change the store or relocate.

Kathryn met with the Manager of House of Fraser along with the Regional Manager and introduced Martin Green to discuss the store as it was the first shop visitors saw when they arrived by train. She had also met with the Regional Manager of Domo (who is also a BID Board Director for Greater Manchester BID).

Melanie Toogood has held 49 appointments with new occupiers in the City.

Kathryn Shillito noted that there was a serious issue with policing in the city centre. The officers and PCSOs were being stretched wider and wider to cover West Hull. PCSOs were a key part of the BID radio system and supporting the retail sector but businesses are seeing a lack of presence and there are also issues with police not responding when called for on the radio. There were also problems with the non-urgent reporting number 101 as businesses frequently had to wait 40 minutes whilst trying to detain someone for shoplifting. Kathryn has asked for a schedule of when PCSOs were on duty and for the PCSOs to be reminded to switch on their radios. She has issued questionnaires to the 230 radio users so they can highlight their concerns.

Lee Appleton commented that House of Fraser and Boots were being targeted by thieves. Cllr Mancey suggested inviting Matthew Grove to a HullBID meeting. Lee commented that, when crimes by local thieves increased, word got out to other thieves outside the City as Hull became known as an easy target.

Kathryn Shillito agreed to send a report to Dave Houchin, copying in Matthew Grove, and arrange a meeting.

It was noted that the Inspiring Women Dinner being held on 3 June 2015 as part of Humber Biz Week was full.

Kathryn confirmed that BID was still integral to discussions with Hull City Council regarding the public realm works. BID has been acting as a conduit to keep businesses informed but the Council confirmed that contractors appointed must liaise with the businesses and resolve any issues.

## **ii) Renewal Ballot Working Party**

Jim Harris noted that the BID Ballot working party met with Kingston Retail Park to investigate the feasibility of extending the BID area. The people on ground were interested but the working party did not know if it would filter through to the decision makers so it might be risky. The BID Board agreed to review the situation at a later date.

Jim Harris commented he was not happy with the ERS service when the last BID ballot was held in 2011 so Kevin Priestley was asking Hull City Council if they could conduct the ballot.

It was noted that the ballot result date has been brought forward a week as originally it fell on Good Friday. Hull Daily Mail was launching the BID ballot campaign. It was noted that the York BID was also running their ballot at the same time.

Vickie Jackson commented that the BID were producing a video covering all the BID events 'a life in the year of HullBID', with contributions from levy payers. The BID wanted to get support for the ballot from accountants, banks and chartered surveyors and were putting on a dinner at the Deep on 21 January 2016 for these sectors. The BID was looking for sponsorship for the event from BID Board members.

## **iii) Press Log**

Articles had appeared in the Hull Daily Mail on the following: Edwardian Easter, Fashion Week, the BID's work with the Sainsbury's Manager, the closure of Starbucks, Purple Flag, Hull BID Awards, the increased footfall in Whitefriargate and the 1884 new tapas bar.

Phil Ascough commented that he would be talking to the new businesses that Catherine Goble had met to get more stories. Phil reminded the BID Board to mention the BID when speaking to the press.

## **9. ANY OTHER BUSINESS**

Vickie Jackson noted that Hull Business Women's Breakfast Club was holding a talk on cybercrime during Biz Week, where Paul Robinson and Chris White were speaking.

Kevin Priestley confirmed he was updating the timeline document for the ballot to reflect the new date for ballot count.

Kathryn Shillito confirmed she was having talks with Kevin Priestley and the East Yorkshire Community Foundation regarding a proposed 'meanwhile use' programme for empty units. This would be to the benefit of landlords who would see their business rates reduced as it would be classified as a charity occupier. Kathryn expressed that although it would be beneficial to see empty units utilised, this would have a negative effect on the levy income and ways should be sought to make up the shortfall.

Cllr Mancey confirmed that the proposed footbridge spanning Castle Street would be completed by Easter 2017 or an enhanced ground level crossing would be put in place.

David Hatfield noted that there was the possibility of a rail strike during week commencing 1 June 2015 and asked the BID Board to inform their staff. David confirmed that Yum flyers could be placed on trains.

## **10. DATE OF NEXT MEETING**

The next Board meeting will be held on Tuesday 28<sup>th</sup> July 2015 at 10.00am at the Chamber's offices, 34-38 Beverley Road, Hull.