

34-38 Beverley Road, Hull  
Tuesday 24<sup>th</sup> November 2015

**Present:**

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
Cllr Steven Bayes	Hull City Council
Julie Buffey	Roisin Dubh
David Cooke	Mercure Hull Royal Hotel
Vickie Jackson	Kingston Recruitment
Mike Rice	Hugh Rice Jewellers

**In attendance:**

Phil Ascough	Ascough Associates
Paul Cartmell	Hull Daily Mail
Martin Green	Hull UK City of Culture 2017
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Guy Falkingham, Dave Hatfield, Ian Kelly, Craig Mattinson, Tim Powell, Jon Pywell and Claire Suggitt.

**2. MINUTES**

The minutes of the Board meeting held on Tuesday 29<sup>th</sup> September 2015 were agreed as a true and correct record.

**3. MATTERS ARISING**

There were no matters arising.

**4. BUSINESS PLAN, END OF YEAR ACCOUNTS AND 2015/16 BUDGET**

i) End of year management accounts: The end of year management accounts were noted. Kathryn Shillito advised the Board that overall expenditure had been well controlled and was in line with budget. She highlighted the overspend against the radio/CCTV budget, which was due to an additional 15 radios being issued, however this overspend had been counterbalanced with savings made from the policing budget. A surplus of £46,507 would be carried forward to the new financial year.

ii) To agree the 2015/16 budget: The 2015/16 budget was noted. Kathryn Shillito advised the Board that the budget was tight, however it was hoped that more sponsorship and in-kind support would be secured throughout the year.

Kevin Priestley agreed to arrange a meeting with Hull City Council's levy collection team in early December 2015 to discuss a reconciliation payment and to agree the January 2016 payment. The Chair noted that HulBID had one of the highest levy collection rates across the UK and recorded his thanks to the team at Hull City Council

Kathryn Shillito advised the Board that there would be an increase in the Council's collection costs when the new term commenced due to the expected IT upgrade (of the database).

Vickie Jackson recorded her thanks to Hull City Council for the free parking permit provided to Martin Foster the Rapid Response Operative.

Vickie Jackson highlighted that the events/street entertainment budget was vitally important in the build up to Hull City of Culture 2017. The Chair agreed, adding that HullBID had a clear mandate to support Hull City of Culture 2017 activities.

Discussion followed regarding the cost of footfall counters and the possibility of extending them into the Humber Street Area. Kathryn Shillito advised that cities of a comparable size generally had four counters whilst Hull currently has six. The Chairman enquired whether the Council may partner with Wykeland to fund? Cllr Bayes agreed to raise this with Wykeland and Hull City Council. Also discussed was the use of footfall data to encourage larger High Street names into the City Centre. Kathryn Shillito noted that footfall data is integral to Hull City Council as they developed their Retail Strategy. Lee Appleton mentioned that stores compile figures based on spend per head, which could then be used to strengthen footfall data. Kathryn commented that this may be something that the shopping centres could coordinate and provide. Paul Cartmell suggested commercial property agents could also be a good source of data.

iii) To agree the 2015/2016 business plan (incorporating the strategy): Kathryn Shillito tabled the Business Plan and advised the Board that it focussed on the four core pillars. She noted that no reference had been made to the renewal ballot. Kathryn Shillito and Phil Ascough would use the Business Plan as a reference point as they worked to produce a prospectus for the renewal ballot. A link would be added to the HullBID website for a summary of the ballot. The prospectus would highlight the key achievements over the last term, along with the legalities behind the ballot. It was agreed that Hull City Council would have an overview of the prospectus before it was published. Kevin Priestley noted that the prospectus was a completely separate document to the ballot papers.

The Chair commented that the Business Plan was an excellent blueprint and that it was interesting to see the details of who paid the highest levy contributions. Vickie Jackson asked the Board to feed back their comments on the Business Plan to Kathryn Shillito directly. Vickie Jackson also asked the Board to ensure that they retained a copy of the Business Plan and absorbed the information contained within it so that if they were asked any questions they were prepared.

Phil Ascough advised the Board that the next HullBID newsletter would have eight pages, rather than the usual six, to allow space to cover the renewal ballot. He added that the renewal ballot video would include filming from the Victorian Christmas event and asked the Board to suggest any other inclusions for consideration. It was suggested that Gillian Long of Cock of the Walk be contacted with a view to inclusion.

Vickie Jackson recorded her thanks for the extra hours that Kathryn Shillito had been working in preparation for the renewal ballot. This sentiment was echoed by the Board.

Kathryn Shillito advised the Board that an extremely helpful meeting with Kevin Priestley to discuss HullBID's boundary had taken place the previous day. Kathryn and two other members of the HullBID team had walked the boundary and looked at some of the grey areas. Some small adjustments had been made to the boundary to enable the inclusion of the new Hilton Hotel and car park on Ferensway. It was also noted that the new Manor Mill building on Tower Street would also be included. The boundary had been agreed with Hull City Council and it was noted that it had been useful.

Kathryn Shillito went on to discuss with the Board the HullBID prospectus which would be launched on Thursday 21<sup>st</sup> January 2016 at The Deep where a (sponsored) dinner would be held which would target the professional services sector. HullBID Directors were encouraged to attend and host a table. A potential HullBID networking event was also planned for February 2016. The prospectus would be posted to all hereditaments w/c 25<sup>th</sup> January 2016 and door-to-door campaigning would commence with businesses not previously contacted. It was noted that Kathryn Shillito would be speaking at an upcoming Bondholder breakfast event, along with the next Chamber Board meeting and Chamber Hull Area Council meeting to promote the work of HullBID and encourage the return of ballot papers with a positive vote.

## **5. HULL CITY OF CULTURE 2017**

Martin Green advised the Board that journalists would be previewing the City in the build up to 2017. He noted that it would be positive to show the works that were underway, with some completed, and Humber Street particularly would demonstrate this.

Reports were being received fortnightly on the progress on public realm and redevelopment works.

Martin Green noted that intelligent programming was in place so that activities during the first quarter of 2017 would take place indoors, but it was absolutely vital that all public realm works, redevelopment and the Castle Street footbridge be completed by Easter 2017. He added that the consistent message of Hull UK City of Culture being a cumulative effort was key and commented that the City centre would have a "£25m new carpet, but businesses were encouraged to provide new "front doors", this meant that businesses should take a proactive role in tidying up their 'shop fronts' to reinforce the huge investment made in the public realm works. Martin Green stated that joint campaigns by HullBID, Hull City Council, Hull Culture & Leisure and Bondholders were very important to get this message across. Kathryn Shillito confirmed that Martin had introduced her to 'Made you Look', a visual merchandising company and BID had funded a workshop for members with great success.

The Chair advised the Board that the BRC Conference would be held in the City centre in June 2016, which he noted was a fantastic opportunity to showcase the City centre.

Martin Green advised the Board that this was currently a crucial time with planning activities now moving into delivery. In the first quarter of 2016 a grants programme would be launched, along with volunteering opportunities and a BETA version of the new website, which would include venue ticketing and open data sharing. He noted that the marketing offer would increase in January 2016 and that a Business Club would be launched to offer lower cost sponsorship at £25k per business to higher volumes of businesses.

The re-brand had gone well, with 50,000 people signing up to the network. Martin Green asked that the Board encourage all of their staff to sign up to the Hull UK City of Culture 2017 newsletter and social media to keep up to date with what was going on.

Warm up activity would commence in Summer 2016 and it was hoped that the City would host the finale of the Yorkshire Festival in July 2016. It was also hoped that the programme for 2017 would be announced during the Freedom Festival in September 2016.

Hull UK City of Culture 2017 had protected a budget for City centre animation in 2017, which would be used particularly to bridge the gap into the early evening economy and Martin Green stated that conversations with HullBID would be welcomed. In closing, Martin highlighted the work of the marketing group, on which Catherine Goble represented HullBID and stated that it was currently a key time for collective efforts to ensure that everything was in place in terms of programming for 1<sup>st</sup> September 2016. The Chair commended Hull UK City of Culture 2017 for their achievements to date and added that Hull BID remained supportive through Kathryn Shillito and her team.

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

i) Kathryn Shillito updated the Board on recent activity, including:-

Policing: Two dedicated police officers had been secured for the City centre. Operation Yuletide would commence shortly with an enhanced presence during December.

The now defunct Hull City Retail Crime Partnership (headed by Dave Green, Ted Johnston and Bob Carver) had recently bequested £22k to HullBID, which had been left over from their radio system programme.

Evening Economy Group: The group had recently visited CIVIC1, which had been a good way to demonstrate the connectivity with the HullBID radio system.

Christmas 2015: Activities during Christmas 2014 had worked extremely well, so Christmas 2015 would follow the same model of collaboration. The Santa Parade, Victorian Christmas and the Elves Craft and Food market were highlighted. Advertisements would go out in the Hull Daily Mail and various other media outlets.

A good meeting had been held with APCOA Car Park at King William House on Lowgate and it had been agreed that all day parking would be offered for £2.80 during HullBID events.

Advertising support would be given to promote Black Friday.

Events for 2016: Work had started to map the events calendar for 2016. The finale of Hull Fashion Week would take place on 23<sup>rd</sup> April 2016 in a marquee outside of the Albermarle Centre on Ferensway, both floors of Hull Truck Theatre would also be used for satellite activities. The City centre shopping centres would, it was hoped, be holding their own events and a sponsored networking event would be held. A fashion-related presentation at Hull History Centre would add to the appeal. The Chair offered to provide a parking deal at St. Stephens during Hull Fashion Week.

Julie Buffey advised the Board that she would be meeting with Hull Heritage Learning Services to agree a date and activities for the Edwardian Easter event. She also noted that Dutch students would be visiting the City from April to May 2016 and a HANSA event in collaboration with VHEY was being planned for May 2016.

The HullBID Awards would be held on the 17<sup>th</sup> June 2016 at the Mercure Hull Royal Hotel and sponsorship opportunities were available at £500 per category.

YUM! Festival would take place on the first weekend in August 2016 and the Hull Trinity Music Festival would take place in September 2016. HullBID would also be supporting the Heritage Open Days in September 2016.

Healthy High Streets: The initiative was working well and Kevin Priestley had rejoined the group.

Trinity Indoor Market: Kathryn Shillito highlighted that she continued to work with Cllr Glew on the Trinity Indoor Market and noted that the recent consultation event had been well attended. Jane Nelson had been appointed as the Old Town Programme Manager. Vickie Jackson advised the Board that the plans for Trinity Indoor Market would be shared again at the Hull Business Women's Breakfast Club on the 3<sup>rd</sup> December 2015.

ii) Press log: The press log was presented, which covered the opening of the Zebedee's Yard car park, the closure of the Purple Pig restaurant, Johnston's Butchers, representations made in opposition to the developments at Kingswood, the demolition works underway at the site of the new Hilton Hotel, the networking lunch in Trinity House Chambers with Alan Johnson MP, the Christmas lights switch on, the Santa Parade and the Victoria Christmas event. Phil Ascough advised the Board that the value of the media coverage equated to £48k.

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

Kevin Priestley advised the Board that he was in the process of organising individual consultations with prominent stakeholders who had attended the initial core retail group meetings coordinated by HullBID, to develop the retail strategy. It was intended to hold workshops which would assist the development of the retail strategy in order to attract major high street brands. The Chair commented that a focussed 'hit list' would be key to attracting major high street brands to the City Centre. This was agreed. Kevin Priestley also noted that circa 420,000 people were within the half an hour travel to work area, which was a considerable demographic.

Kevin Priestley advised the Board that work on the renewal ballot was coming along well, with the work being undertaken entirely in-house at Hull City Council. Ballot papers would be sent out around the 4<sup>th</sup> February 2016, with the final date for return being 17<sup>th</sup> March 2016. Mike Rice enquired as to the stand of the Hull Daily Mail and the Chair advised that they would be promoting 'vote yes'. Phil Ascough commented that a steady campaign was needed, and that it was important to get businesses to champion HullBID.

Kevin Priestley updated the Board on the public realm works which were being undertaken by Eurovia. Two dedicated Business Liaison Officers were in place and good progress was being made. It was anticipated that the public realm works would be completed by the end of 2016, with the refurbishment of the Ferens Gallery completed in January 2017 and the Castle Street footbridge completed by Easter 2017.

## **8. ANY OTHER BUSINESS**

Phil Ascough noted KC's website [heytoday.co.uk](http://heytoday.co.uk) and the coverage of Black Friday.

Lee Appleton raised his concerns over the increase in those sleeping rough in doorways, which he noted was not helped by the public realm works as the works provided a barrier from open view for them. Kathryn Shillito advised that she had been pressuring the Police on this issue and that Section 35's were being issued if the rough sleepers were considered to be acting with anti-social behaviour.

HullBID's Support Officers were also taking action to move rough sleeper and street drinkers on to hostels and had been working with Hull HARP and others. The Chair offered additional security support from St. Stephens SIA badged staff.

#### **9. DATE OF NEXT MEETING**

i) The date of the next Board meeting would be Tuesday 26<sup>th</sup> January 2016 at 10.00am at the Chamber's offices, 34-38 Beverley Road, Hull.

ii) Further dates for 2016 were noted as:-

Tuesday 29<sup>th</sup> March  
Tuesday 24<sup>th</sup> May  
Tuesday 26<sup>th</sup> July  
Tuesday 27<sup>th</sup> September  
Tuesday 29<sup>th</sup> November

Meetings would start at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.