



**EVENING ECONOMY GROUP MEETING – THURSDAY 14<sup>TH</sup> JULY 2016**

**BONNY BOAT 3PM**

**MINUTES**

Present: Kathryn Shillito (**HullBID**), Mark Andrews (**HullBID**), Catherine Goble (**HullBID**), Francesca Sharp (**HullBID**), Linda Levantiz & Carla Williamson (**Bonny Boat**), Kerrie Woollas (**Ye Olde White Harte**), Kate Younger (**JDW**), Jen Pickering (**JDW**), Steve Short (**JDW**), Paul Berrey (**Amber Taverns**), Chris Dronfield (**Dexters Alehouse**), Jason Herringshaw (**Valbon**), Jim Bigby (**the Star/Bottom's Up**), Jackie Snow (**Leonardo's**), Rachael Watts (**Furley & Co**),

Guest speakers: Sgt Ian Goode (HumberSide Police), Nick Middleton (Hull Street Angels Trinity), Michael Martins (Freedom Festival Trust), Ellie Garston (VHEY).

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**1. PREVIOUS MINUTES/MATTERS ARISING**

Kathryn welcomed everyone to the meeting and introductions were made.

**2. BRIEF UPDATE FROM KATHRYN SHILLITO**

Kathryn spoke about the last evening economy meeting held on 14<sup>th</sup> April where HU1 Festival presented to the group that seemed to go well. The Festival seemed successful although Saturday was quieter than expected. Kathryn asked the group if they experienced extra business during the HU1 weekend. The feedback was that it has been a little up and down for a while so it is hard to tell. From a BID perspective it was well-planned and managed.

The BID Awards were held on 17<sup>th</sup> June at the Mercure Hull Royal Hotel, 150 guests all BID members attended and it was a brilliant evening. 10 awards were presented. Kathryn urged everyone to enter for next year (Kingston Pub won an award this year); one of the benefits is the free publicity your business will get in the HDM.

Kathryn spoke about Place des Anges event in Queen's Gardens that was really spectacular. Kathryn explained that HullBID look to see what effect these events have on businesses and contacted hotels and restaurants in the area, all reported a slight uplift in people coming in. Three John Scotts also confirmed they had an uplift in business. Jason Herringshaw of Valbon expressed his frustrations around closing off areas in the town that had a detrimental effect on his business and asked communications need to be looked at. Kathryn said that it was a fair point and this would be shared.

COC programming will be announced on 22<sup>nd</sup> September. HullBID work closely with COC but unfortunately the programming is not something we have advance notice about.

Public Realm works – Kathryn explained that unfortunately a council representative couldn't be present. It is acknowledged the works are still very disruptive for businesses but it is understood that they are on schedule. Areas are now starting to come to life and it's great to have an idea of what the finished product will look like. It was mentioned that it has been crippling for business, even the graduation this year was the worst turn out seen.

Kathryn spoke about her meeting with the new Police and Crime Commissioner Keith Hunter. There has been a period of change in the force but HullBID continues to have dialogue with the police to lobby for additional PCSOs. This was expressed to Keith and it is looking promising that extra resources will be provided. However Kathryn was keen to make the point that businesses would be more understanding if a definitive answer was provided.

Yum! Festival will be held on 22<sup>nd</sup> – 23<sup>rd</sup> July this year at the Rose Bowl (fountain) in Queen’s Gardens. A lot of stall holders are BID members. Kathryn encouraged all to support it and share information with customers.

Kathryn explained she is looking at holding a one off focus group with evening economy businesses to gauge their ideas of what might work to boost the night-time trade. If anyone is willing to spare a couple of hours for new ideas to support businesses and licensees. Please contact Kathryn [kathryn@hullbid.co.uk](mailto:kathryn@hullbid.co.uk)

Trinity Festival has grown over the years, helping to give out the message that Hull is safe, vibrant and with plenty of things going on. This year as Trinity Square is not available HullBID have reserved Zebedee’s Yard, not wanting to lose the momentum of the festival by not holding it this year. It will be held on 24<sup>th</sup> & 25<sup>th</sup> September. Bar/food opportunities will go out to tender as this year the costs have risen dramatically, in the most because the number of headliners will be expanded to four and also there is a cost to using Zebedee’s Yard. A copy of the tender is attached. If you would like more information please contact [kathryn@hullbid.co.uk](mailto:kathryn@hullbid.co.uk)

### **3. HUMBERSIDE POLICE – UPDATE FROM SGT IAN GOODE**

Sgt Ian Goode explained his role has now changed now working in the Violent Crime, Public Order and Licensing Department, however he still has a grip on the evening economy and sets up particular taskings. There has been a reduction of 400 staff meaning police officers won’t be present until 9:30pm. Ian explained that if there are any events or potential problems ahead get in contact with him and he’ll task officers to be in that place and time. Ian explained he meets with the Chief Inspector every Thursday to give recommendations. Ian also spoke about part of his role is to look for funding for things such as the Street Angels (which he received £20,000 for) amongst other things. For COC next year Ian currently has £16,000 for poly carbonate glasses and has asked the NHS to match funds. All will get a quantity of glasses which may be branded with COC and NHS. Part of the licensing vulnerability has now expanded to four areas – police, 14-16 year olds, 16-21 olds and the night time economy. Free training is available at Osborne Street, it lasts for one hour and attendees get a certificate that can be displayed in your premises. If you are interested in getting your staff booked onto the training or have any questions for Ian please contact him at:-

PS 1515 Ian Goode  
Violent Crime, Public Order and Licensing Department  
Osborne Street Police Station  
Hull HU1 2NW  
T 01482 976754 (ext 2854) E [Ian.Goode@humberside.pnn.police.uk](mailto:Ian.Goode@humberside.pnn.police.uk)

### **4. NICK MIDDLETON – TRUSTEE, HULL STREET ANGELS TRINITY**

Nick introduced himself to the group and explained how Hull Street Angels Trinity work. A group of volunteers who look after vulnerable people to make sure they get home safely. Their aim is to make Hull City Centre more enjoyable and safer on a Friday and Saturday Night. Hull Street Angels do a lot of work in partnership and Nick spoke how Sgt Ian Goode helps as well as working with civic radio (part of the BID radio scheme) too. Nick gave an update on the NHS Hull CCG funded “drink and friend awareness” project that will be launched in September, if anyone would like posters/beer mats or have ideas on how to change culture of forgetting friends on a night out please contact him. Nick explained that pots of money are more accessible when you can show you are working in partnership.

Hull Street Angels Trinity - [coordinator@hullstreetangelstrinity.org.uk](mailto:coordinator@hullstreetangelstrinity.org.uk) 07580 032 779

It was discussed in the group about Hull University encouraging students to stay on campus and socialise at their pubs and Asylum nightclub. Kathryn added that this has been talked about for many years and BID has worked hard to change the perception Hull is a safe place by attending open days and speaking to students/parents. Purple flag helped promote this. Rachael Watts of Furley & Co also added that Sugar Mill will soon be starting their student nights on a Monday.

Jackie Snow of Leonardo’s shared her experiences living above Leonardo’s of witnessing violence outside and wouldn’t feel comfortable going out after 9:30pm for lack of police presence on a Friday and Saturday evening. The

group all agreed that more police presence is needed. Kathryn said that she will ask Keith Hunter (new Police and Crime Commissioner) to come to one of the evening economy meetings.

#### **5. ELLIE GARSTON – VHEY – “THE BIG WELCOME”**

Ellie gave details on their customer service training programme – The Big Welcome - that businesses/staff can sign up for in preparation for 2017. One million extra visitors are expected and we need to ensure they want to come back. VHEY developed a training programme which has two elements:

- 1) Customer Care Programme including awareness of what’s happening next year
- 2) Knowing Hull Course – a guided walking tour showing the city from a visitors point of view.

New dates/times of courses are always being added and Ellie explained they want as many people on the course as possible.

Both courses are free and last for 2 ½ hours. To find out more please visit the website <http://www.visithullandeastyorkshire.com/business/Big-Welcome-FAQ.aspx> or contact Ellie [ellie.garston@vhey.co.uk](mailto:ellie.garston@vhey.co.uk) 01482 391535

#### **6. MIKEY MARTINS – CREATIVE DIRECTOR FOR FREEDOM FESTIVAL TRUST**

Mikey introduced himself to the group and explained Freedom Festival is an organisation with 4 full time workers to deliver a massive festival. Mikey is the Artistic Directive and selects the entire programme. It is a family arts festival in a public space with the majority of it being free. Mikey said that there is a very strong social reason this festival exists and that is to take good quality arts culture to the streets. He explained there’s an element of difficulty in creating a night time environment that is safe and appropriate for families from 9pm-11pm.... however this will be achieved as it’s not just about music, music is in the festival but there are lots of different things in that period of time to encourage families to come out. The budget is there ensure it a safe environment with security and policing.

The festival brings a lot of visitors to the city and Mikey talked about how he spends a lot of time raising money and looking at stats and how awareness out of the town has increased. There are restrictions of space this year, however Mikey spoke of the potential of the old town and streets etc especially for next year with the extra spaces. For safety reasons, the majority of the activity will be mainly over towards the marina but Princes Dock Street and Zebedee’s Yard will host activities. There will be an aerial show in Albion Street car park on the Saturday evening and Sunday there is a big programme in Queens Gardens. The programme is on the website [www.freedomfestival.co.uk](http://www.freedomfestival.co.uk)

Kathryn added that it is reassuring to see the potential of new events spaces other than the marina area which will spread footfall more evenly. It was mentioned that some premises do not get enough leaflets/info to hand out to people – Kathryn to pick up with Jenny re distribution and see what HullBID can do to help.

#### **7. ANY OTHER BUSINESS**

Mark Andrews, Senior Support office at HullBID gave a brief outline of BID’s work with Emmaus – Rough Sleeper Support Service, Street Outreach. Increasingly businesses are ringing BID reporting homeless people on their premises. The outreach workers work from 6am to 10pm so can catch those people needing help early in the morning (easily identifiable in their orange coats). Leaflets were given out but you can also get information at [www.emmaushull.org.uk](http://www.emmaushull.org.uk). If you are experiencing trouble you can ring them on 01482 223722 extension to ‘outreach’.

**Date of next meeting: TBC.**

**Thank you to Bonny Boat for hosting the meeting. It is, as always, much appreciated.**