

34-38 Beverley Road, Hull
Tuesday 29th September 2015

Present:

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
David Cooke	Mercure Hull Royal Hotel
Guy Falkingham	Blueprint
Vickie Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Cllr Martin Mancey	Hull City Council
Jon Pywell	Hull City Council
Mike Rice	Hugh Rice Jewellers
Claire Suggitt	Princes Quay

In attendance:

Phil Ascough	Ascough Associates
Neal Barnes	Holy Trinity
Paul Cartmell	Hull Daily Mail
Kathryn Shillito	Hull City Centre BID
Barbara Nelson	Hull & Humber Chamber of Commerce
Kevin Priestley	Hull City Council
Garry Taylor	Hull City Council

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Steven Bayes, Julie Buffey, David Hatfield and Inspector Craig Mattinson.

2. MINUTES

The minutes of the Board meeting held on 29th July 2015 were accepted as a true and accurate record.

3. ELECTION OF TWO ADDITIONAL BOARD DIRECTORS

Mike Rice and David Cooke were elected to the HulBID Board.

4. MATTERS ARISING

Jon Pywell commented that the Old Town was progressing well and that the Brethren had opened their car park.

Kathryn Shillito noted that the additional city centre PCSO's were now in situ, using BID radios. Kathryn thanked Jon Pywell for arranging Martin's parking permit at no cost to HulBID. Kathryn also noted that the Networking event with M&S had been exceptionally good with a full-house.

5. PRESENTATION ON NEW PUBLIC REALM IN HULL CITY CENTRE

Garry Taylor, Major Projects and Infrastructure Manager, Hull City Council gave a presentation on Public Realm work 2015/16. Garry was heading up physical investment projects. He felt that the City did not connect itself together currently. He asked about making it into a leisure destination with more dwell time spent. Currently there were five different city centres which had evolved over a couple of hundred years. Queen's Gardens was the natural centre in his view.

He also commented that Paragon Street and Jameson Street would be altered under the new proposals to make it an easier, transparent route into the Queen's Gardens area.

Jameson Street would have new seating and new trees. A new city square was being created in King Edward Street/Queen Victoria Square with multi-function fountains whilst Prospect Street would be pedestrianised from Story Street up to and including the area in front of BHS which would create a space for events. Paragon Street and Carr Lane would also be improved.

Beverley Gate is to be reviewed. There would be a new artistic sculpture near where the Wilberforce Column was which would demarcate where Beverley Gate once stood.

Ian Kelly noted the Council was considering spending £20m on a cruise terminal which he supported but a visitor attraction focussed on Beverley Gate's story should come first as it was a fabulous story of 'democracy and parliament' which complimented the other big visitor attractions of the Deep and Wilberforce. An investment here, linked to improving the current Maritime Museum across the road could pay big dividends for the City as a tourism destination.

Cllr Mancey commented that they were seeking to acknowledge the historic site at Beverley Gate. However, whatever they did, they would only please 20% of the people as everyone had different ideas and views.

Neal Barnes described the public realm works in the Old Town which would include Yorkshire stone and more space would be created for market stalls. It would also include multi functional lighting effects.

At Trinity Square, there would be a new square in front of the church and there was to be mirror pools to reflect the church and surrounding buildings. There would also be a complete refurbishment of the fruit market.

Garry confirmed that by December 2016, 90% of the new Public Realm would be completed in time for Hull City of Culture 2017.

Cllr Mancey confirmed that the Council had now also got funding for the footbridge over Castle Street and it would be open by Easter 2017.

6. PRESENTATION – REV CANON DR NEAL BARNES

Neal Barnes gave a presentation on Liverpool Capital of Culture. Neal also thanked HullBID for the Trinity Festival.

Neal had visited Liverpool for two weeks. He commented that a lot of the areas seemed to be vibrant at the same time. Their waterfront was staggering. There were museums and exhibitions. 20,000 people now lived in the centre of Liverpool. People in Liverpool now turned out for their events programme and it had not always been the case. He said 2008 Capital of Culture was felt to be the main reason for this. They had also reduced bus fares from poorer areas into the City centre so people could come.

Light nights were when businesses and organisations were encouraged to do things on certain nights in relation to light and public buildings were illuminated. There seemed to be a festival every week. Jon Pywell noted that Liverpool was Capital of Culture, not City of Culture so received a lot of funding from Europe. He commented that the cruise terminal idea was a great thing for Liverpool as it had the created waterfront. A lot of people on cruises had money to spend. It was also important to get people living in the City centre again so people were using the City centre facilities when other people had gone home.

The Chair commented that Public Realm improvements gave people more confidence to bring businesses into the City centre.

7. ELEVEN MONTH MANAGEMENT ACCOUNTS

The accounts were tabled.

Kathryn noted that the policing budget was underspent as the funding for PCSO's had been put on hold until agreement was reached about dedicated city centre PCSO's. Monies from this budget would purchase more radios. The entertainment budget was overspent but the reconciliation payment earlier in the year accommodated this. Funding for lighting was accruing for Christmas. They were looking to carry forward 8-10% of the budget into the new year.

8. BID CHAIRMAN'S REPORT

The Chair noted the demise of Vanilla. He commented that the owner of Vanilla had spoken of the demise of the Old Town after 6pm in the press. HullIBD were looking into the potential of encouraging retailers to open later, particularly on a Thursday, which would impact on the evening economy in a positive way.

Kathryn Shillito commented that there were perhaps reasons unrelated to HullIBD why Stanley's were struggling. The food and beverage offering was fragmented but some areas were doing particularly well and these should be recognised, not just a focus in the media on those that had closed. Discussions are however ongoing as to how this sector can be supported further.

Phil Ascough commented that he was involved in a supper club and they were holding a supper club at Stanley's on the 19th October 2015. Claire Suggitt commented that she would like to be involved in the supper club and tell people about the good eating places.

Mike Rice commented that it was lovely to hear such positivity in the group.

Neal Barnes commented that the most popular food was ethnic in Liverpool. Claire Suggitt noted that it was difficult to get ethnic food businesses to open as they were concerned that it would be a financial risk.

The Chair noted that Marks & Spencer had committed to late night trading for a year.

Kathryn noted that footfall had increased by 16,000 on King Edward Street for the Trinity Festival. They had local chefs doing demonstrations. The Hull Trinity Festival Fund raiser was held at Trinity Church with a Launch event at Oscars.

Kathryn noted that Martin Green had suggested combining Humber Street Sesh with the Trinity Festival which she would need to discuss with businesses. Kathryn also explained they had brought in a core group of people to discuss late night opening and that there was a desire to try something new.

Jon Pywell noted that the Coastal Communities Fund was £10K. It was for shaping retail in the City centre. It covered retail experience, parking, how to attract retail investment, marketing the offer and understanding how people shop which changed over time.

9. YUM! FESTIVAL OF FOOD AND DRINK/HULL TRINITY MUSIC FESTIVAL

Kathryn commented that 50% of stallholders at the Yum! Festival of Food and Drink were BID members including Johnston's on Carr Lane who had not previously participated. Emily Johnston had taken a bakery stall which traded well and she was interested in any further food festivals HullIBD may organise. A subsequent meeting was held to explore this and provide her with further information about HullIBD and our objectives.

10. BID MANAGER'S REPORT

On the 8th October 2015, Alan Johnson would be the guest speaker at the HullIBD Business Network lunch meeting taking place within the chambers of Hull Trinity House Charity. Captain Watts, the Master Warden would also be saying a few words.

Kathryn updated the meeting on the HullIBD calendar of events which have been pencilled in but are subject to a successful renewal ballot and subject to space being available when the public realm works are underway:

HullIBD Fashion Week would be taking place 2-7 May 2016. Venue TBA.

The HullIBD Annual Awards would be in mid to late June 2016. The Awards may move to the Mercure Royal Hull Hotel – discussions were underway.

The Yum! Festival will held in August 2016 – Location TBA.

The Trinity Festival was being held in September 2016 – Location TBA.

In December 2015 there would be the Christmas events, including Christmas lights switch on the 12th November 2015 (by Hull City Council), the Princes Quay Santa's parade, Victorian Christmas in conjunction with Heritage Learning and a Christmas craft and a food fayre with Elves.

It was explained that Kathryn Shillito and Catherine Goble sit on the marketing group at City of Culture. Kathryn also continues to meet with Martin Green on a regular basis. HullBID was looking to create a City of Culture trail which would drive footfall around the city; discussions were ongoing.

Kathryn noted that Martin Foster was often the unsung hero at HullBID. Following Humber Street Sesh there was a lot of graffiti on the walls and Martin had cleaned it all the next day. Martin also cleaned out telephone boxes where people had defecated and regularly cleans away other human waste.

The press log included the new Hilton hotel, new conference centre, BID ballot, smell in town centre, new bar, cafe to have outdoor seating, late night shopping, Trinity Festival and Castle Street footbridge.

11. BID RENEWAL BALLOT WORKING PARTY

Vickie Jackson noted that the renewal ballot was being held on the 17th March 2016. The Oscars networking event had been well attended. Phil Ascough was arranging the filming for the HullBID ballot video. Dave Lee was doing the filming. On the 8th October 2015 the first cut of the video would be available. The video would cover events and interviews with BID levy businesses.

Vickie noted that the final cut of the video would be at the dinner event at the Deep in January 2016. The majority of the HullBID Board were contributing £250 for the event.

Vickie Jackson noted that a crib sheet about HullBID had been created by Kathryn and given to Directors.

Kevin Priestley noted that the ballot would be held in-house and that the ballot list should be available by early November. Coloured envelopes were being used for the ballot.

12. ANY OTHER BUSINESS

There was no other business.

13. DATE OF NEXT MEETING

The next meeting would be held on 24 November 2015 at 10.00am at 34-38 Beverley Road.