

34-38 Beverley Road, Hull  
Tuesday 26<sup>th</sup> January 2016

**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
David Hatfield	First TransPennine
Vickie Jackson	Kingston Recruitment
Claire Suggitt	Princes Quay

**In attendance:**

Phil Ascough	Ascough Associates
Paul Cartmell	Hull Daily Mail
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, Ian Kelly, Craig Mattinson, Tim Powell, Jon Pywell and George Tambaros.

**2. MINUTES**

The minutes of the Board meeting held on Tuesday 24<sup>th</sup> November 2015 were agreed as a true and correct record.

**3. MATTERS ARISING**

There were no matters arising.

**4. HULLBID DINNER REVIEW**

The Chair commented that the event had gone very well. Vickie Jackson recorded her thanks to all of the Board members that had supported and attended the event and noted that Kathryn Shillito had delivered an excellent presentation which had, in her view, provided all the necessary information regarding the work of HullBID and answered all questions that may have arisen. Vickie added that the video which had been produced was very good, with quotes from levy payers, including Tesco as the largest private levy payer. With regard to the speakers at the Dinner, Vickie Jackson noted that both had been excellent advocates of HullBID, and Matthew Grove in particular had spoken with great passion. Vickie Jackson also noted that there had been a good mix of professional services in attendance and that it was now key that the momentum built from the evening be maintained during the ballot campaign.

The Chair asked those Board members who had attended what feedback they had received. Claire Suggitt advised that she had received very positive feedback from the guests she had hosted, with Barclays offering the use of their premises for future networking events. Segals Jewellery had also been very supportive.

Kathryn Shillito advised the Board that she had spoken with key levy payers, such as Westcott Finance, ResQ, Home Bargains, Skipton Building Society, HSBC and Gymophobics.

It was noted that some of the companies in attendance had other premises in areas without a BID and they had commented that they could really see a difference between the areas.

The Chair recorded his thanks to the HullBID team for their hard work to deliver a successful evening and asked if there were any key learning points. Kathryn Shillito commented that the key challenge was now to get ballot holders to return their voting papers.

## **5. MANAGEMENT ACCOUNTS**

Three month management accounts to 31<sup>st</sup> December 2015: The management accounts were reviewed. Kathryn Shillito advised the Board that overall expenditure had been well controlled and was in line with budget. She highlighted that savings had been made on the Events/Entertainment marketing budget due to work being done in-house. There were overspends of the Communications budget due to the invoice for the prospectus being received and paid earlier than anticipated, and the Evening Economy budget due to the sponsor of Trinity Festival requesting additional musicians and equipment in their premises above the anticipated provision, along with some additional expenses for the provision of extra portaloos and other ad hoc expenses.

There were no questions on the management accounts.

## **6. BALLOT CAMPAIGN REVIEW**

Kathryn Shillito tabled the prospectus. It was noted that both she and Phil Ascough had worked very hard on the production of the prospectus and that it focussed on the four key areas of HullBID's activity.

Kathryn Shillito advised the Board that the prospectus would be mailed out to all hereditaments along with a call to action letter during the coming days. Kathryn noted that a lot of hard work had gone into ensuring that the database was up to date and included the named contact. An email footer would also be used to reinforce the message of the importance of returning the voting papers.

The Chair commented that the prospectus had clearly been designed with the recipients in mind and that it got a clear and concise message across. Vickie Jackson commented that it was very positive that the prospectus included statistics and facts.

Kathryn Shillito advised the Board that a good campaign strategy was in place and she had spoken at the Chamber's Hull Area Council meeting on Thursday 14<sup>th</sup> January 2016 and would be speaking at an upcoming Bondholders event and an upcoming Hull City Council Scrutiny meeting. The positive support of the Hull Daily Mail was noted.

## **7. BID REPORTS**

i) Chairman's Report: The Chair enquired as to levels of business over the Christmas period. David Cooke advised that it had been a very busy period for the whole of the City, with a lot of corporate business returning. Vickie Jackson enquired if there had been an increase in tourist visitors using P&O Ferries. Cllr Bayes advised that discussions had been held with House of Britain and that it was hoped a visit would take place to colleagues in Bruges. He noted a concern that, in his view the vessels operating on the Hull to Zeebrugge route needed to be refurbished or replaced. The Chair commented that the relationship with House of Britain needed to be maximised.

On retail, Claire Suggitt commented that Black Friday had not had much impact, but the last two weeks in December 2015 and the first week in January 2016 had been positive. Lee Appleton commented that there had been a long run into the Christmas period, with schools breaking up for the break one full week prior to Christmas, which had impacted on evening trade and added that consideration needed to be given on how to attract footfall in future years. Lee reported that November had been flat, however December had been busy with sales up 5%.

Julie Buffey noted that all units within Hepworth's Arcade were full, however the public realm works on Whitefriargate were having a huge impact on footfall.

The Chair reported that even with more and more purchases being made online, overall it had been a positive year. Increasing numbers of retailers were offering a click and collect service. He noted the year had ended 6% up on spend and that January had seen the best performance in recent years.

The Chair added that there was a definite move towards a leisure led City Centre, which he hoped would have a positive impact on the evening economy and advised that the upper floor area of St. Stephens would be split into four, with a new terrace area and a new 1,300sq ft coffee shop would be developed alongside the existing exhibition space.

David Hatfield advised colleagues that performance issues had been experienced on First Transpennine trains prior to Christmas. The securing of the franchise for the service over the next 7 – 8 years was noted along with the investment of £1.4m in the interchange which would primarily be aimed at increasing the number of retail units. David commented that the investment programme was fairly ambitious and it was anticipated that it would be completed by December 2016.

Lee Appleton noted that the owners of the Prospect Centre had recently invested heavily in the City Centre with the purchase of the building which currently housed UK Discounts and the building which ran from the corner of King Edward Street and down Jameson Street. Kathryn Shillito enquired as to plans for the unit which currently housed Poundland. Lee Appleton advised confidentially that the unit would be taken over by a Sports Direct Megastore and that consideration was being given to extending the rear of the unit over two floors, to include a gym.

Discussion followed regarding the newly opened Flemingate development and the plans for the new retail development at Kingswood. Kathryn Shillito advised the Board that she had made representation against the Kingswood development as this would greatly impact on the City Centre and a letters of objection had been lodged.

ii) Manager's Report: Kathryn Shillito updated the Board on recent activity, including:-

Christmas 2015: Replicated the 2014 model and included collaborations with other stakeholders. The Victorian Christmas event had attracted 16,000 visitors. The Elves Christmas market had been affected by bad weather on the Saturday, however footfall on the Sunday had compensated for this. The Princes Quay Santa's Parade on Sunday 15<sup>th</sup> November had increased footfall dramatically. Claire Suggitt noted that the parade had been re-routed at short notice, however it had been a very popular event. Claire added that work was already underway with ESAG and the Hull City of Culture 2017 team to plan for the Christmas 2016 parade, which it had been suggested could take place on Friday 16<sup>th</sup> December.

Policing: A new City Centre Inspector had been appointed. Kirsty Tock would be invited to attend future HullBID Board meetings. The increase in police officers within the City Centre was starting to show an improvement with the challenge of rough sleepers and beggars. It was anticipated that these improvements would continue as the number of City Centre police officers rose from 4 to 15. More personnel had also been employed within the 101 hub, which meant that calls were being answered quicker.

Evening Economy Group: The group had recently met with guest speakers including public realm contractors Eurovia and Inspector Kirsty Tock. The owner of a public house on the marina was very concerned about the impact the public realm works were having on their establishment and feared they would have to close.

Public Realm Works: The HullBID team continued to work very closely with Eurovia with BID acting as the conduit to feed out information to businesses during the works. Kathryn had met with the Valuation Office to discuss the possibility of RV revaluations for those experiencing difficulties due to the works and how businesses apply. The Valuation Office had said that they would consider measured cases, however the likelihood of any reductions were small. It was noted that full revaluation would be carried out during 2017.

Hull Fashion Week: Planning was underway and lots of events were being built in. Sponsorship was being sought.

HullBID Business Awards: The Awards would be held on Friday 17<sup>th</sup> June 2016 at the Mercure Royal Hotel. 6 sponsors had already been secured, with First Transpennine being the overall event sponsor.

Trinity Festival: The festival had been included within the budget, however it would not be possible to hold it in Trinity Square due to ongoing public realm works; an alternative venue was being sourced.

iii) Press log: The press log was presented, which covered the networking lunch in Trinity House Chambers with Alan Johnson MP, the Victorian Christmas event, the Elves Christmas market, the Hull Daily Mail Business Awards notable winners Go Dutch Pancake House and Lifetime Achievement Award for Vickie Jackson, reduction in footfall due to bad weather and public realm works and the ballot campaign.

Phil Ascough advised the Board that the ballot campaign video and prospectus had been released early to the Hull Daily Mail and that a big piece of coverage would be included in Friday's issue. The video and prospectus had also been sent to West Yorkshire media outlets, with Calendar having already responded. Phil Ascough noted that the video would be put onto the HullBID website and suggested that a link to the video should also be promoted via direct emails and on social media.

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

Kevin Priestley advised the Board that plans for the ballot were in place and going well. He noted that the ballot closed at 5:00pm on Thursday 17<sup>th</sup> March 2016 and that provisions were in place for hereditaments to be able to hand deliver their ballot papers to the Guildhall. Kevin Priestley confirmed that he was the official ballot counter and that ballots would be counted by hand.

Kevin Priestley also reported that work continued on the retail strategy, which would form part of a City Centre prospectus and that he had a very good meeting with Boots, who were part of the Healthy High Streets initiative. Kathryn Shillito suggested that Tim Powell should be engaged in the development of the retail strategy. Kevin Priestley noted that an audit of available development sites within the City Centre would be undertaken. The City Centre prospectus would be put to the Council's Scrutiny Committee in March 2016.

#### **9. ANY OTHER BUSINESS**

Julie Buffey noted the Edwardian Easter Event to be held on Saturday 26<sup>th</sup> March 2016 and the plans for the HANSA event in May.

The Chair noted that the British Council of Shopping Centres Northern Conference would be held at Hull Truck Theatre on Wednesday 15<sup>th</sup> June 2016, with a dinner at The Deep in the evening.

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

The date of the next Board meeting would be Tuesday 29<sup>th</sup> March 2016 at 10.05am and would follow the Hull City Centre BID Ltd AGM which would be held at 10:00am. Both meetings would be held at the Chamber's offices, 34-38 Beverley Road, Hull.