

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
Ian Kelly	Hull & Humber Chamber of Commerce
Tim Powell	Scotts Property LLP
Mike Rice	Hugh Rice Jewellers
Claire Suggitt	Princes Quay

In attendance:

Gareth Botterill	Botterill & Co/Chamber Accountant
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 Phil Ascough, David Hatfield, Guy Falkingham, Jon Pywell and George Tambaros.

2. MINUTES

The minutes of the Board meeting held on Tuesday 26th January 2016 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. BID BALLOT RESULT

Vickie Jackson as the Chair of the Ballot Renewal Working Group commented that the result spoke for itself, with an overall majority of 80%. She recorded thanks to all those involved and noted that the HullBID team had worked tirelessly to achieve a successful result, going over and above. Vickie highlighted that a key lesson learnt had been that it was vital that the database be kept up to date, with a named contact.

Ian Kelly commented that Hull City Council had been exemplary in the process and their flexibility had been greatly appreciated. Kevin Priestley noted that Hull City Council's legal services had made a positive decision to issue ballot papers up to the day before and added that he personally had made a number of telephone calls to establish the authorised person signatory.

Kathryn Shillito commented that the work of the team at Hull City Council had been exceptional and particularly applauded the work of Sarah Laverack.

It was agreed that Kathryn Shillito would check the return of ballot papers against other BIDs.

The Chair asked if there had been any feedback as to why votes had not been cast. Claire Suggitt advised that she felt that it had not been made clear that only one vote could be cast per envelope. It was also noted that the effects of the ongoing public realm work may have contributed to any negative votes being cast. Kathryn Shillito also highlighted the number of absentee landlords.

The Chair noted that the result was a superb tribute to the work of HullBID over the last 5 years. He added that the next 5 years would be very exciting and emphasised that promises made during the ballot campaign must be fulfilled.

Mike Rice commented that the result presented HullBID with a clear and complete mandate to move forward. Lee Appleton added that HullBID should continue to work to support businesses affected by the public realm works.

Kathryn Shillito recorded her thanks to the Ballot Renewal Working Group for their hard work and support.

Kathryn Shillito advised the Board that as the new BID term began Hull City Council would need to update their IT systems at an anticipated cost of £7k. She asked if Hull City Council would consider splitting this cost as they had previously. Kevin Priestley explained that HullBID's third term would be set up as a completely different financial entity as of October 2016 and he would raise the issue of the IT upgrade cost and report back.

5. MANAGEMENT ACCOUNTS

Five month management accounts to 29th February 2016: The management accounts were reviewed. Kathryn Shillito advised the Board that levy income was down by £25k, however a £30k reconciliation payment was expected in March which would bring budget back in line. Private other income was also down, mainly due to the £11,200 received from the Hull City Retail Crime Partnership including VAT, when it had been expected that it would be plus VAT. Additionally there were some outstanding sponsorship payments awaited.

The overspend in the radio budget, which was due to a bulk purchase of handsets was noted. However, overall expenditure had been well controlled and was in line with budget.

There were no questions on the management accounts.

6. BID REPORTS

i) Chairman's Report: The Chair enquired as to marketing and PR activity to promote the City Centre during the public realm works. Claire Suggitt advised that this question had been raised at a recent Retail Business meeting with Hull City Council. Jon Pywell had arranged a meeting with VHEY, which would be Chaired by Mark Jones. Claire Suggitt also noted that the Hull City of Culture 2017 Transport Forum would meet that afternoon to discuss a partnership between East Yorkshire Motor Services, Stage Coach and the Hull Daily Mail to promote that the City Centre was open for business.

Kathryn Shillito noted that HullBID's role was to act as a conduit to pass information to its levy payers. She added that the Retail Business meeting with Garry Taylor had been a well attended and successful meeting where Hull City Council had been urged to promote the City Centre being open for business. Kathryn had suggested the introduction and use of 'Ambassadors' in the Interchange would help to get the message across.

The Chair raised a concern over negative media coverage of the public realm works. Vickie Jackson commented that some levy payers had been very vocal calling for rate rebates and/or relief.

Julie Buffey noted that the Edwardian Easter event had been well attended and commented that perhaps the Hull City of Culture team could look at providing street entertainment during the public realm works.

Lee Appleton noted that some of the information boards provided by Eurovia were blank. Cllr Bayes stated the comments would be fed back to Eurovia, and noted that on a recent walk around notice boards had been updated. He also noted that some of the Eurovia workforce had worked over the Easter weekend.

The Chair commented that it was important that the positive images of what the public realm works would bring were reinforced and that there was a need to build enthusiasm. Julie Buffey suggested that a 'countdown clock' could be installed to raise public awareness. Mike Rice enquired if the public realm works were on programme. Cllr Bayes advised that the only work that would be delayed was the redevelopment of Beverley Gate.

Tim Powell suggested that the Hull Daily Mail could report on the Retail Business meeting as there had been a lot of answers given. Paul Cartmell commented that the Hull Daily Mail would give support to smaller businesses, but added that some sort of promotional campaign was needed, not just one-offs. Julie Buffey suggested that historical interest points should be played on, for example the Trinity burial ground. Kevin Priestley advised the Board that Hull City Council were working on a raft of activities and that they had been promoting the Open for Business campaign over the last 8 weeks. The Chair commented that communication about the public realm works was key, however ownership of the programme needed to remain with Hull City Council.

On footfall, Lee Appleton advised that King Edward Street had seen an increase of 5.9%, however the City Centre as a whole had seen a 7.9% decrease year to date.

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

REYTA's: HullBID had received the award for the Best Small Tourism Event for Hull Trinity Festival.

Policing: Issues continue with begging, street drinking and drugs and a walk round with Matthew Grove and a meeting with Justine Curran had been held to reiterate the problems. The new City Centre Inspector had been shown hot spots by HullBID's Senior Support Officer and new rotas had been produced showing that there were 21 police personnel dedicated to the City Centre, which included three Sergeants. Hull City Council had approved a Public Spaces Protection Order (PSPO) to stop anyone street drinking within the City Centre. HullBID continued to be represented on the Reduce the Strength Group.

Hull Fashion Week: Kathryn recorded her thanks to Hugh Rice who would be the principle sponsor. Great support had also been received from Princes Quay, Prospect Centre and St. Stephens. House of Fraser, Debenhams and Marks and Spencer would be holding events during the week, along with British Home Stores who were working with Salon Apprentice to put on fashion shows. The finale would be held in a marquee outside the Albemarle Centre, with the independent retailers setting up stalls inside Hull Truck Theatre.

HullBID Business Awards: First Transpennine Express had been confirmed as the overall event sponsor, with others also committing to sponsorship. Two new award categories had been introduced and work was underway with the Hull Daily Mail for the Awards which would be held on Friday 17th June 2016 at the Mercure Royal Hotel.

Networking Events: Bi-monthly events continued, with the last event with speakers Garry Taylor of Hull City Council and Rick Welton of the Amy Johnson Festival seeing rapid take up. Marion Owen Travel had sponsored a Moth for Amy as a direct result.

Hull City of Culture 2017: Continue to meet regularly.

Kingston Theatre Hotel: Concerns had been raised over residents parking. A meeting with Cllr Mancey had been arranged and a resolution had been found. Kingston Theatre Hotel had been delighted with the outcome and had expressed their appreciation.

C4Di: Have been working with them to promote their events.

Bourbon Craft: Had assisted with their launch event.

Old Town: Continue to support the work of Cllr Glew on Trinity Indoor Market. Jane Nelson had been appointed as Hull City Council's Old Town Project Manager and grants were currently available for new and existing businesses in the Old Town, particularly Whitefriargate.

Lord Mayor's Ladies Lunch: Had met Siemens HR Manager and had started to build a relationship. As a result HullBID's Senior Support Officer had developed a City Centre information pack and shown some of Siemens Danish staff around the City Centre.

Ian Kelly highlighted the work that the Chamber was doing with Siemens and noted that Siemens would soon employ 1,000 staff at their Green Port Hull facility. He added that he was mindful that there was a need to promote the City Centre to large multi-nationals and commented that it was strategically important that the City play a key part in the Northern Powerhouse. Connectivity and a seamless message to the outside world were essential. Kathryn Shillito noted that she would be meeting with Pauline Wade, the Chamber's Director of International Trade to discuss ways in which HullBID could offer support to Siemens new employees and promote the City Centre.

Mercure Royal Station Hotel: Kathryn had presented to tour operators who had been to the hotel for a group familiarisation visit. David Cooke recorded his thanks to Kathryn for her support.

iii) Press log: The press log was presented, which covered the work of HullBID in the Chamber's Report & Accounts along with the Chamber's Presidents' speeches at both the Chamber's Annual Dinner and the AGM, the ballot campaign, the donation from the Hull City Retail Crime Partnership, Heaven Cafe, the launch of Bourbon Craft, PR support to Siesta Travel's 'Tree of Life' fundraiser, Claire Suggitt's – My Working Life, the closure of Greggs in Whitefriargate due to the end of its lease on the premises.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Kevin Priestley advised the Board that the BID ballot turnout had been 56% and noted the positive message of the good, solid 'yes' vote. He noted that the 28 days to contest the result would end on Friday 15th April 2016.

Kevin Priestley also reported that the design of the City Centre prospectus had been commissioned. CACI were providing background data. A draft of the prospectus would be presented to the Scrutiny Committee in April 2016 and it was hoped that the final version of the prospectus would be available by the end of April 2016. Lee Appleton noted that he had met Malcolm Relph with regard to input from New River Properties and Realm. Kevin Priestley advised the Board that the final prospectus was expected to be between 20 - 24 pages and cover City of Culture 2017, Public Realm improvements, the Visitor Economy along with Green Port Hull and Inward Investment.

The Chair requested that the HullBID Board had sight of the draft prospectus. Kevin Priestley acknowledged this request and advised the Board that the prospectus would have a City Centre approach.

8. ANY OTHER BUSINESS

The recent fire at Bob Carvers in Chapel Street was noted.

Vickie Jackson advised the Board that she would be meeting with Gary Young, Managing Director of KCOM on Friday 1st April 2016 to introduce Kathryn. The Chair commented that it was important that the HullBID Board were aware of strategic changes locally and that HullBID needed to maintain its profile. Ian Kelly suggested that observers from both Hull City of Culture 2017 and KCOM be invited to future HullBID Board meetings to improve connectivity and help provide a consistent message about the City Centre.

Julie Buffey advised the Board that work was underway with VHEY and Heritage Learning for the HANSA event on the 14th May 2016, it was hoped that there would be street performers from the Hanseatic League. Julie also noted that a World War 2 Vintage Festival would be held at the History Centre on the 11th June 2016 and a Medieval Feast was being planned, which would be held at the Holy Trinity Church in September, the week after the Freedom Festival.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 24th May 2016 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.