

Present:

Jim Harris (in the Chair)	St. Stephens
David Cooke	Mercure Hull Royal Hotel
Guy Falkingham	Blueprint
Tim Powell	Scotts Property LLP
Jon Pywell	Hull City Council
Mike Rice	Hugh Rice Jewellers
Claire Suggitt	Princes Quay

In attendance:

Phil Ascough	Ascough Associates
Paul Cartmell	Hull Daily Mail
Liz Godber	Adrenaline
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 Lee Appleton, Julie Buffey, David Hatfield, Vickie Jackson and Ian Kelly.

2. MINUTES

The minutes of the Board meeting held on Tuesday 29th March 2016 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito advised the Board that it had been agreed with Hull City Council to spread the anticipated £7k cost of the upgrade of their IT systems over 3 years.

In the absence of Julie Buffey, the Chair advised that Julie had reported that the HANSE event on Saturday 14th May had gone very well and had been well attended. Kevin Priestley advised the Board that the event had attracted footfall of circa 16,000 and he gave a background to HANSE and the Hanseatic League. He added that it was hoped that Hull would host an International HANSE Festival at some point in the future.

4. FASHION WEEK REVIEW AND HULLBID BUSINESS AWARDS

Hull Fashion Week: Kathryn Shillito recorded her thanks to Hugh Rice who had been the principle sponsor. Welcome support had also been received from Princes Quay, Prospect Centre and St. Stephens who had held satellite events during the week. The Hull Daily Mail had provided great coverage and a good level of footfall had been recorded despite the public realm works and erratic weather. Overall feedback had been positive.

The event had been managed in-house with the whole team putting in a lot of hard work and effort, as a result money had been saved.

Kathryn advised the Board that the Marketing Group had met following the event and were looking at refreshing the offer and introducing a new initiative that would support the fashion/beauty sector. Mike Rice agreed that a refresh was needed.

HullBID Awards: Kathryn Shillito advised the Board that sponsorship had been secured from 10 different levy paying businesses at £500 each in addition to Transpennine Express as the overall event sponsor at £1,500. The event would be held at the Mercure Hull Royal Hotel on Friday 17th June 2016 and Kathryn noted that she had been staggered by the number of nominations that had been received. Judging would be taking place by an independent panel on Friday 27th May 2016.

5. MANAGEMENT ACCOUNTS

Seven month management accounts to 30th April 2016: The management accounts were reviewed. Kathryn Shillito advised the Board that the overspend in the marketing budget would come back in line during May. A saving of £3,500 on the ballot renewal campaign budget was noted as was a slight increase in private income due to sponsorship.

The Chair commented that it was positive to see increased private income as this demonstrated that interest and support for HullBID was building and he added that overall the accounts continued to be well controlled and in line with budget.

Tim Powell asked what evening economy support related to and Kathryn Shillito advised that this mainly related to the Hull Trinity Festival, additionally consideration was currently being given to re-establishing the Eat, Drink, Enjoy website to support the food and beverage sector.

There were no further questions on the management accounts.

6. BID REPORTS

i) Chairman's Report: The Chair advised the Board that the early evening economy businesses were key and that new leisure offerings had been secured within St. Stephens along with 2 new restaurants.

Jon Pywell advised the Board that Hull City Council had agreed that museums would stay open later on Thursdays and the new opening times would start later in the year and continue throughout the City of Culture year. It was also hoped that museums would open earlier on Sundays and stay open for longer. Jon noted that a critical mass of activity was key to draw footfall into the City Centre and keep visitors there longer. He added that the early evening economy should be a focus for the Board and that HullBID had to be proactive and send a positive message that the City Centre was moving forwards on a positive trajectory.

Mike Rice commented that he had walked around the City Centre the previous day and that, in his view, it looked poor. He acknowledged that whilst he understood that the City Centre would benefit after the completion of the public realm works, he felt that incentives, such as free parking should be offered to encourage footfall during the works. Furthermore, Mike raised a concern over market share and how visitors could be drawn back to the City Centre. Jon Pywell accepted Mike's comment on the public realm works, adding that he was confident that the works would be finished on time and that he would take the idea of offering free parking back to Hull City Council for consideration.

The Chair commented that he felt heartened by seeing the new paving coming together on Whitefriargate. He added that the City had one big chance during 2017 and that he hoped that the legacy would bring improvements for the early evening economy.

Jon Pywell advised the Board that Hull City Council had put in place many interventions for the early evening economy and that a sustained focus was needed. He added that Hull City Council would be launching their Summer Programme the next day.

Kathryn Shillito advised the Board that the levy invoices had been issued. She had received just one call so far from a business in Chapel Street challenging the invoice. Kathryn added that some businesses had joined forces and appointed an agent to challenge their rateable values with the VOA.

Tim Powell noted that there was definitely more interest in City Centre premises, particularly office space. He added, however, that more residential stock within the City Centre was needed, along with jobs to support the local economy. The Chair noted the positive recent announcement of the development of 112 houses and apartments in the Fruit Market. Jon Pywell commented that there was an increase in interest in places and spaces and that in 2017 all eyes would be on Hull.

Claire Suggitt commented that it was important to start to build now towards 2017. The Chair agreed, adding that 2017 would give the City an evolutionary boost.

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

Biz Week Dinner: The Dinner for 80+ guests would be held on Wednesday 8th June 2016 at the Holiday Inn Marina, with the hotel also being co-sponsors. The theme of the Dinner would be 'Inspiring Women', with speakers Justine Curran, Chief Constable of Humberside Police and local business woman Diane Gordon-Freeman. Kathryn added it was HullBID's heightened profile and influence as a key stakeholder that enabled BID to attract speakers of this calibre and at no cost.

BID Marketing Group Meeting: The group had met recently to review BID's key events, such as Fashion Week, Yum!, Hull Trinity Festival, the Christmas Market, Victorian Christmas/Santa's Parade with agreement reached to support each event in 2016.

YUM!: The event would be held on Friday 22nd and Saturday 23rd July 2016 around the Rose Bowl in Queens Gardens. Negotiations with a key sponsor were currently underway.

Hull Trinity Festival: The Marketing Group had decided that Hull Trinity Festival should go ahead again in September 2016. A slightly different format had been proposed with one day focussing on local bands and the other day focussing on tribute bands. With the public realm works in Trinity Square an alternative location would have to be found and it was hoped this could be Zebedee's Yard.

Christmas 2016: It was acknowledged the partnerships of the previous 2 years worked very well and the same format would be followed again this year. HullBID would provide funds towards the Victorian Christmas event and similarly support the Santa's Parade in conjunction with Princes Quay. Claire Suggitt advised the Board that consideration was currently being given to a smaller scale Parade due to safety issues during the public realm works, and that ideas were being worked up around a themed street party. Consultation was underway with ESAG with regard to the use of Whitefriargate. Kathryn advised the Board that consideration was also currently being given to holding a Christmas Market along Princes Dock Side, the likely dates were Saturday 10th and Sunday 11th December 2016.

The 'Wonderf-Hull' TV campaign from 2 years ago was highlighted as being very successful and it was hoped that this would be re-run this year. Hull City of Culture 2017 were to be approached and asked if their logo could be used in the campaign. Jon Pywell suggested Kathryn speak to Phil Batty. The Chair noted that St. Stephens were about to become a Hull City of Culture 2017 business partner.

Policing/Security: Groups of youths were becoming problematic and affecting some evening economy businesses and in particular McDonalds. HullBID were working alongside the British Transport Police, the Police and the ASBO Officers to gather information.

Meetings: Kathryn updated the Board on a number of recent meetings, including a positive Evening Economy meeting where the organisers of HU1 had spoken. A meeting was held with Martin Green who had asked for support from HullBID with the holding of a market each month – Kathryn would subsequently meet with Jane Nelson, Hull City Council's Old Town Project Manager to discuss.

An original idea for HullBID to create a Culture Trail that would see visitors meandering around the City Centre, was now withdrawn as City of Culture were looking at something similar. Jon Pywell noted that Hull City Council were creating a base map which would be digitised and could combine culture and retail within the trail.

HullBID were helping to roll out VHEY's 'The Big Welcome' training to BID members, the programme is split into two elements: Product Knowledge and Customer Care.

At a recent meeting with Adrian Roach he had advised Kathryn that new two national food and beverage brands would be coming to Paragon Square and Stanley's Brassiere were looking for support to purchase outdoor furniture.

iii) Press log: The press log was presented, which covered the ballot dinner at the Deep, the successful ballot renewal, the REYTA Awards, Fashion Week, refurbishment of Trinity Indoor Market, the sponsorship of a 'Moth for Amy' by Marion Owen Travel as a direct result of a HullBID networking event, the HU1 Festival and the launch of the HullBID Awards.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell tabled copies of the Readiness Programme. He commented that how the City Centre presented itself was critical and he would update the Board on the progress of the programme at future meetings. He asked the Board to actively encourage City Centre businesses to prepare their premises for 2017. Discussion followed with regard to a 'pavement pride' initiative; the BID Awards currently have this as a category which rewards tidy premises. It was agreed that Phil Ascough would follow up earlier discussions that had been held with Burstalls and the Hull Civic Society around a 'pavement pride' initiative. Phil Ascough highlighted Jubilee Central as a positive story resulting from the public realm works.

Jon Pywell advised the Board that areas had been identified where the Council would take enforcement action to improve privately owned City Centre properties if necessary.

Work was also underway to remove 'Chuggers' from the City Centre. Kevin Priestley was currently working with the engagement team on the production of a Public Spaces Protection Order (PSPO) questionnaire, to which a substantial number of responses were required. It was agreed that HullBID would forward a link to the questionnaire to levy paying businesses.

Jon Pywell commented that there was a need to improve the food offer during City Centre events and asked HullBID to consider this.

Jon Pywell was leading on the City of Culture 2017 Legacy Programme and advised the Board that work was currently underway on the 2018-2019 programme which would be launched during 2017. He noted that the £1m of Government funding had to draw in another £5m. Kathryn Shillito noted that she would be meeting Karen Butler to discuss funding applications.

Mike Rice enquired as to the progress of meetings with national brands to encourage them to set up in the City Centre. Jon Pywell advised that the City Centre prospectus "Invest in the True North" was nearing completion and that this would be used to market the City Centre to prospective investors. He noted that a partnership approach to prospective investors to promote the City Centre would be encouraged.

8. ANY OTHER BUSINESS

Mike Rice enquired as to the plans for a new Ice Arena. Jon Pywell advised that proposals had been put forward for a development on Bond Street, which would incorporate a new City Centre Ice Arena.

Kathryn Shillito asked what the plans were for Kingston House. Jon Pywell advised that it had been proposed to use Kingston House for the City of Culture 2017.

Jon Pywell noted that the Cruise Terminal and the new Venue were both at certain stages of development.

Kathryn Shillito noted the work of the Chamber's International Trade Centre with Siemens and highlighted that HullBID's Senior Support Officer had held a City Centre Walk round with incoming Siemens employees.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 26th July 2016 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.