

34-38 Beverley Road, Hull
Tuesday 29th November 2016

Present:

Jim Harris (in the Chair)	St. Stephens
Lee Appleton	Prospect Centre
Julie Buffey	Roisin Dubh
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
Kathryn Shillito	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Bayes, David Cooke, Guy Falkingham, David Hatfield, Victoria Jackson, Ian Kelly and George Tambaros.

2. MINUTES

The minutes of the Board meeting held on Tuesday 27th September 2016 were agreed as a true and correct record.

3. MATTERS ARISING

Jon Pywell advised the Board that the Council would be bidding for the Old Town to become a UNESCO World Heritage site.

The Chair congratulated Kathryn Shillito and her team on their continued work to secure extra police resources for the City Centre.

4. BUSINESS PLAN, END OF YEAR ACCOUNTS AND 2016/2017 BUDGET

i) End of Year Management Accounts to 30th September 2016: The end of year management accounts were noted. Kathryn Shillito advised the Board that the slight overspend in the events/marketing budget was due to additional costs to bring events up to standard from a health and safety perspective. The overspend in the communications budget was due to funds used to co-host a stand at the British Council of Shopping Centres Exhibition. The evening economy budget was underspent mainly due to managing the Hull Trinity Festival in-house, which had meant a saving of circa £3k.

Private/other income was down slightly due to a reduction in sponsorship towards Hull Trinity Festival. Overall expenditure had been well controlled and was in line with budget. A pleasing net surplus of £39,713 would be carried forward.

There were no questions on the end of year management accounts.

ii) 2016/2017 Business Plan: Kathryn Shillito advised the Board that the Business Plan, which incorporated the strategy covered all of HullBID's core pillars. She noted that it was a weighty plan with three new major initiatives being developed for 2017. There being no questions on the 2016/2017 Business Plan, it was agreed.

iii) 2016/2017 Budget: Kathryn Shillito reviewed the 2016/2017 Budget. The Chair commented that it was a balanced budget and there being no questions raised the 2016/2017 Budget was agreed.

5. CHAIRMAN'S REPORT

The Chair commented that as the public realm works neared completion, improvements could be seen and noted the quality of some of the paving materials used. The obvious downside to the public realm works had been the loss of footfall and he asked what more HullBID could do to draw people back into the City Centre and build momentum.

Jon Pywell advised the Board that he was confident all public realm works, with the exception of Trinity Square would be completed by Easter 2017. He noted that the key message HullBID needed to get out was that businesses needed to be ready for the launch of Hull UK City of Culture 2017, which would start with the fireworks at 20:17 on Sunday 1st January 2017 and be followed by a week-long event "Made In Hull". Jon Pywell commented that the launch events would profile the city for the coming year. He also noted that the Ferens Art Gallery would re-open to the public on Friday 13th January 2017.

The Chairman asked if there was scope for a special one-off HullBID Christmas newsletter, which could be used to get the message out to businesses that they needed to be ready and the opportunities that the anticipated visitor numbers would bring. The newsletter would also be a chance to demonstrate the work of HullBID in supporting its stakeholders. It was agreed that an 8 page, rather than 6 page newsletter would be produced and distributed prior to the Christmas break.

Kathryn Shillito advised the Board that a good majority of the food and beverage outlets planned to be open during the launch events. House of Fraser, St. Stephen's and Primark would also be open on New Year's Day. She did however feel that news about key dates and events for the year could be released by the City of Culture Company earlier. This sentiment had been echoed by many of the City Centre businesses. It was agreed that the Hull Daily Mail would publicise the launch events.

Jon Pywell advised the Board that 21 of the 51 readiness projects had been completed, with new signage and navigation installed in the City Centre. Claire Suggitt suggested a map of the City Centre signage and navigation might be included in the Christmas newsletter and that the digital signs outside of the City Centre could be used to thank people for their patience during the public realm works and get over the message that the City Centre was open for business.

6. BID MANAGER'S REPORT

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

Street Food Events: A concept to reinvigorate the early evening economy was being developed at pace. It was hoped that the first event would be held in April 2017 in Trinity Square, with at least one event every month until the end of September 2017. All Occasions, suppliers of seating, marquees etc had confirmed a 50% discount on all hire costs as sponsorship. Kathryn advised the Board that HullBID had budgeted £25k as our commitment to the City of Culture year and it was hoped that further funds could be raised through crowd-funding.

Christmas 2016: The Santa's Street Party event in conjunction with Princes Quay, the Christmas Lights switch-on and Heritage Learning Services' Magic of Christmas event had all been positive, resulting in increased footfall. The 'Wonderf-Hull' TV campaign had been aired during some prime time slots and had helped to drive visitors to the Christmas in Hull Website, onto which businesses were posting offers.

Fashion & Beauty Brochure: Kathryn Shillito tabled some of the early concepts that had been produced by Bryce Mennell for the guide to fashion and beauty in the city centre. An initial print run of 4,000 would be produced and it was hoped that these would be printed/distributed by the end of January/early February 2017. Sponsorship opportunities were available for retailers ranging from £600 to £1500. It was suggested that both Bondholders and VHEY be approached to sponsor and promote the brochure.

HullBID Awards: The dinner would be held on Friday 21st April 2017 at the Mercure Hull Royal Hotel. It was planned that the event would be expanded to 200 attendees to enable nominees to bring guests (who would be charged). Nominees and sponsors receive complimentary invites. Category sponsorships were available at a cost of £500+ VAT each.

Business Week 2017: An 'Inspiring Women' Dinner would be held on Wednesday 7th June 2017 at the Holiday Inn Marina as part of the week. These have been oversubscribed in previous years due to popularity. Priority would be given to BID members.

Blyth Project/Teenage Market: A kit car race event for 11 – 25 year olds would be held in the City Centre on Sunday 16th July 2017. BID would be supporting the event with gazebos and manpower.

Yum! Food Festival: The event would be held on Friday 11th and Saturday 12th August 2017 around the Rose Bowl, Queens Gardens. The event drew circa 15,000-20,000 visitors in 2016.

Hull Trinity Festival: The event would be held on Saturday 23rd and Sunday 24th September 2017 in Trinity Square. The event had grown year on year attracting over 8,000 visitors last year.

Digital App: Discussions had been held with digital specialists Bunjee (based within C4DI), regarding the development of a mobile app, which would include a map view, a searchable listing, offers section, events and activities section and contact details and opening times. The app would also allow social media integration.

Farmer's Market: The existing farmer's market at the Humber Bridge had been extended until April 2017 and the operators have not shown any further interest in coming to Hull. Kathryn advised the Board that consideration was being given to making contact with the operator of the Burton Constable market.

Public Realm Works: Kathryn advised the Board that HullBID continued to advise businesses to directly approach the Valuation Office to reassess their RV's whilst the public realm works continue. Eurovia had been diligent, responding immediately to our requests to visit businesses.

Policing/Security: The police now provide 2 Officers and 8 PCSO's dedicated to the City Centre. Operation Yuletide was now underway. Policing priorities were on four key areas – crime prevention, protecting vulnerable people, targeting prolific offenders and seeking appropriate justice. Kathryn advised the Board that HullBID, in conjunction with the Police Crime Prevention Officer had held a Retail Theft Seminar on Wednesday 23rd November. The event had been well attended and the feedback received was that the seminar had been of great value.

Staff: Kathryn advised the Board that the both Francesca Sharp and Raich Orr had been interviewed as part of the Chamber's Investors in People assessment.

iii) Press log: Kathryn presented the press log, which covered the HullBID's role in the City of Culture, the opening of Ambiente Tapas, Kaspas and Dr. Martens, the enforcement of the street drinking ban, the closure of Ferensway and the Santa's Street Party.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Julie Buffey raised the issue of Hawkers in the City Centre and the Chairman commented that City Centre businesses deserved to reap the benefits after suffering the pain of the public realm works. Jon Pywell advised the Board that a policy had been developed which would be presented to the Council's Licensing Committee.

The Council's Planning Committee decision on the Kingswood development was welcomed.

Jon Pywell advised the Board that the operator of The Venue would be announced on Friday 2nd December 2016. The Venue was planned to open in early 2018.

8. ANY OTHER BUSINESS

The Chairman noted that Park Street bridge would be closed for strengthening works for 3 months from January 2017.

9. DATE OF NEXT MEETING

i) The date of the next Board meeting would be Tuesday 31st January 2017 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.

ii) Further Board dates for 2017 were noted as:-

Tuesday 28th March
Tuesday 30th May
Tuesday 25th July
Tuesday 26th September
Tuesday 28th November

Meetings will start at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.