

Present:

Jim Harris (in the Chair)	St. Stephens
David Cooke	Mercure Hull Royal Hotel
Guy Falkingham	Yorkshire Brewing Company Ltd
David Hatfield	First Group
Victoria Jackson	Kingston Recruitment
Jon Pywell	Hull City Council

In attendance:

Phil Ascough	Ascough Associates
Paul Cartmell	Hull Daily Mail
Nigel Dibb	Holiday Inn Hull Marina
Kathryn Shillito	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from Ian Kelly, Tim Powell, Mike Rice and George Tambaros.

2. RETIREMENT FROM THE BOARD

The retirement of Lee Appleton from the Board was noted.

3. MINUTES

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

4. MATTERS ARISING

The press article on the date for completion of the public realm works was noted. The Chair commented on the quality of materials used and particularly praised the improved aspects from the Interchange down Jameson Street. He raised the issue that as the public realm was improved it highlighted 'shabby' shop fronts and suggested that HullBID should encourage refurbishments where possible. Jon Pywell advised that the Council were receiving increased enquiries following the British Council of Shopping Centres Exhibition and noted that the Council were carrying out a lot more work to be on the 'front foot' to make the most of any opportunities. Jon also noted that the Council were now working on a new programme for Place Management and monthly meetings would start in March 2017 to plan for 'Places and Spaces' over the next 5 years.

Victoria Jackson highlighted the issue of chewing gum ruining the newly laid paving. Jon Pywell advised that the Council had purchased new machines that would strip the chewing gum off. David Hatfield noted that similar machines had been trialed by the First Group and warned that they could remove grouting. He also suggested that gum bins could be installed and used Manchester as an example. Discussion followed regarding ways in which to change people's behaviour to instil pride in their surroundings. It was suggested that the Hull UK City of Culture 2017 Company could use its linkages with schools to educate youngsters. Paul Cartmell indicated that the Hull Daily Mail could run a campaign to raise awareness. Additionally, the HullBID Awards 'Pavement Pride' Award could be used and Kathryn Shillito advised the Board that she would follow this up with John Netherwood of Hull Civic Society.

David Hatfield raised the issue of taxis being unable to turn right out of the interchange and commented on the negative effect that this could have on visitor experiences. He noted that taxis were part of the City's transport solution. David Cooke commented that Hull City Council had removed the right turn due to safety concerns, however they had not consulted with the taxi drivers concerned. David Hatfield added that Hull City Council had proposed to move the taxi rank to the Anlaby Road side of the Interchange, however this land was not owned by Hull City Council. Jon Pywell advised that Cllr Mancey was working on the issue.

5. HOLIDAY INN HULL MARINA

Nigel Dibb, General Manager of the Holiday Inn Hull Marina introduced himself and gave a background to his career with Holiday Inn.

Nigel outlined plans for the Holiday Inn Hull Marina to capitalise on the exciting opportunities that the City of Culture would bring during 2017 and beyond. At the heart of everything was to recognise and value all of the hotel's employees and empower them to continue to delivery truly exceptional customer service to all guests.

He noted the planned improvements to Castle Street, which brought issues for the hotel due to works needed to main sewage pipes and services running through the hotel's grounds. Additionally the new Hull Venue which as a new state of the art, music, events and conference centre would attract many visitors. The hotel currently had a planning application in place for a bedroom extension and the Holiday Inn open lobby concept would be introduced which would visually open up the hotel and mean that additional space could be gained by reactivating all public areas.

In closing is presentation, Nigel noted that the Holiday Inn Hull Marina would have its 30th Anniversary this year and celebrations were being planned.

Victoria Jackson asked if there were any plans for the hotel to extend its leisure facilities. Nigel advised that there were no plans for this at the moment.

Discussion followed regarding capacity within the City Centre for more hotels. It was noted that whilst new developments would likely impact on existing establishments, increased conference space would also bring opportunities.

6. MANAGEMENT ACCOUNTS

The three month management accounts to 31st December 2016 were noted. Kathryn Shillito advised the Board that private income was down on the 2015/16 financial year as £9,500 had previously been received from the Hull Retail Crime Partnership to purchase BID radios. The overspend in the ambassadors budget was due to one month's discretionary sick pay to the Business Liaison Officer. The events/street entertainment budget was currently showing an underspend, however this would pan out as activity increased over the Spring and Summer period. The overspend on communications was due to two extended HullBID newsletters to incorporate City of Culture activities and news, which had been agreed at the last HullBID Board meeting. The evening economy overspend was due to a timing issue relating to an invoice coming in late for first aid provision at Hull Trinity Festival in September 2016.

Overall expenditure was in line with budget.

There were no questions on the management accounts.

Kathryn Shillito advised the Board that she would be meeting with Jon Pywell and Lisa Swaine to discuss a levy reconciliation payment, which she anticipated would be around £15k. Jon Pywell commented that he hoped that issues encountered recently with levy payments had been resolved and that he hoped future payments would be processed smoothly.

7. BID REPORTS

i) Chairman's Report: The Chair commented that he was very conscious of footfall levels, which were down 7-8% on the year. He stated that it was of utmost importance that efforts were now made to encourage footfall back into the City Centre and that the Marketing Group would be discussing a "dripping tap" campaign throughout the Summer with the Hull Daily Mail. He also highlighted that visitors should also be drawn in from the South Bank. Discussion followed regarding the importance of getting the 'offer' right and the overall visitor experience. The Chair commented that it was important to join up many aspects, such as transport, parking, retail and leisure offers. Additionally, the Chair suggested that food and beverage outlets should be encouraged to display multi-lingual menus. The introduction of the HullBID App 'Discover Hull' was welcomed as a positive addition. Phil Ascough commented that the City Centre was very easy to walk around and this should be promoted.

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

Policing/Security: HullBID, in conjunction with Andy Allen, Humberside Police Crime Prevention Officer had held a Retail Theft Prevention Seminar on Wednesday 23rd November. The event had been well attended by circa 45 businesses and the feedback received was that the seminar had been of great value. The increased police presence in the City Centre was highlighted and the HullBID radio system was now at full capacity. Kathryn noted that consideration should be given to moving to digital handsets, which could either be hired or bought. Jon Pywell suggested that grants for moving the radio system from analogue to digital should be explored. Kathryn acknowledged this, and added that she would also approach the Humberside Police & Crime Commissioner. Kathryn noted that the radio system was a huge success story and a vital tool for the Support Officers in their difficult job. The Chair praised the work of the Support Officers and asked if an additional resource was needed. Kathryn commented that she would very much like to strengthen the Support Officer team, however given current funding this was not an option.

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. Additionally the Hull Daily Mail had supported with a bespoke campaign.

Kathryn noted that it had been a phenomenal start to 2017 with the fireworks on New Year's Day and the week-long Made In Hull, with the vast majority of levy paying businesses delighted with the footfall. HullBID had done everything asked, from organising a readiness event, a bespoke painting and cleaning schedule, delivering information and producing questionnaires.

Street Food Events: The first event would be held on Thursday 20th April 2017 from 4:00pm to 9:00pm in Trinity Square. Further events would happen every month until September 2017 and would be held mostly on the last Thursday of the month. Kathryn advised the Board that HullBID had budgeted £25k for Street Food Events as a commitment to supporting the City of Culture year.

Farmer's Market: Dialogue was continuing with Jane Nelson, Old Town Project Officer at Hull City Council regarding bringing a Sunday Market to the Old Town.

Royal Visit: The visit by the Prince of Wales and the Duchess of Cornwall on Wednesday 8th February 2017 was noted. Kathryn advised the Board that HullBID were trying to get details of road closures and would pass this information onto levy payers when it had been received. The Prince and Duchess would be visiting the Ferens Art Gallery, The Deep and the Goodwin Development Trust.

Weeping Window: The poppies installation would be in place from 25th March to 14th May 2017 at the Maritime Museum. Indications were that a footfall of 100k could be expected during the period.

A63 Consultation: Levy paying businesses were being encouraged to visit the consultation which runs until 13th February 2017.

Fashion & Beauty Brochure: The initial print run of 4,000 should be ready for distribution by mid March 2017. Kathryn noted that she was delighted with the brochure, which it was agreed was a good replacement for Hull Fashion Week. It was hoped that there would be enough funds to refresh the brochure and produce a further print run later in the year.

Mobile App: The development of the mobile app 'Discover Hull' was progressing. It would be kept simple and easy to navigate with a map view, a searchable listing, offers section, events and activities section and contact details and opening times. It was hoped that the free to download app would be launched in April/May 2017.

HullBID Awards: Nominations open on the 9th March. The dinner would be held on Friday 21st April 2017 at the Mercure Hull Royal Hotel (now the Royal Hotel Hull following Britannia Hotels' acquisition). It was planned that the event would be expanded to 200 attendees to enable nominees to bring guests.

HullBID Business Networking Event: The next networking event would be held on Friday 12th May 2017 at the Holiday Inn Hull Marina. Wykeland would be presenting and it was also hoped that representatives from Highways England or Balfour Beatty would be attending.

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. The guest speaker would be Dr Lee Karen Stow. Kathryn noted that she sat on the Business Week Steering group and a busy calendar was coming together. She highlighted that there would be no big dinner on the Friday to close the event, but a network/workshop event would be held at the Bridlington Spa due to demand from businesses.

Blyth Project: The Greenpower Education Trust initiative - raising interest in engineering and boosting employment prospects – would see a kit car race event take place for young people from primary school years up to 25 year olds who are not in education, employment or training. The race would take place around the Guildhall and Queen's Gardens area on Sunday 16th July 2017. Charles Cracknell of Hull Youth Enterprise would support the event with a teenage entrepreneurs market with assistance from HullBID who would provide gazebos/manpower.

Yum! Food Festival: The event would be held on Friday 11th and Saturday 12th August 2017 around the Rose Bowl, Queens Gardens. Yum! Food Festival 2016 had been entered in the REYTAS.

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.

Holy Trinity Church: Kathryn noted that HullBID continued to work closely with the Church and it was hoped that the live nativity, from Queen Victoria Square to Trinity Square could take place on Saturday 16th December 2017.

Ambiente Tapas: HullBID were supporting the launch event on Wednesday 1st March 2017 by inviting the business community to attend and providing a musician.

Kathryn advised the Board that meetings had taken place with Kaspas and Dominos. She had also met with UKTI to discuss ways of working together to get food and drink entrepreneurs to investigate exporting opportunities. She had been liaising with Manor Crest, the constructors of the new Doubletree by Hilton Hull to provide an opportunity to meet with Councillors and she would also be meeting the hotel's General Manager, Sarah Whitfield later in the week. Additionally, Cllr Mancey had arranged a meeting with the bus companies to discuss them becoming voluntary members of HullBID.

Kathryn noted that Pret A Manger had viewed the old Starbucks premises and a national beauty chain had also made positive enquiries.

With regard to HullBID organising the familiarisation visits following on from the British Council of Shopping Centres Exhibition it was agreed that Jon Pywell would liaise with Kathryn to instigate this.

iii) Press log: Kathryn presented the press log, which covered the opening of Dominos, the launch of Belvoir Estate & Letting Agents, Sugar and Spice supplying Waterstones coffee shop, plans for the Doubletree by Hilton, the progress of the public realm works and Operation Yuletide.

8. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell advised the Board that the Council had agreed a further 3 years of funding for the Hull UK City of Culture 2017 Company. He noted that it was important for the City to draw in sustainable funding for the long term growth of the City. Work was underway for some major installations. A winter festival was being planned and fundraisers had been appointed.

9. ANY OTHER BUSINESS

Phil Ascough noted that Reverend Matt Woodcock from Holy Trinity Church would be the guest speaker at the Chamber's AGM on Friday 10th March 2017.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 28th March 2017 at 10:05am, this will follow the Hull City Centre BID Ltd AGM which would be held at 10:00am. Both meetings would be at the Chamber's offices, 34-38 Beverley Road, Hull.