

Present:

Victoria Jackson (in the Chair)	Kingston Recruitment
Julie Buffey	Roisin Dubh
David Cooke	Royal Hotel Hull
Guy Falkingham	Yorkshire Brewing Company Ltd
David Hatfield	First Group
Ian Kelly	Hull & Humber Chamber of Commerce
Cllr Martin Mancey	Hull City Council
Tim Powell	Scotts Property LLP
Jon Pywell	Hull City Council
George Tambaros	A1 Developments Ltd

In attendance:

Phil Ascough	Ascough Associates
Gareth Botterill	Botterill & Co/Chamber Accountant
Maria Kamper	Prospect Shopping Centre
Paul Cartmell	Hull Daily Mail
David Donkin	Wykeland
Kathryn Shillito	Hull City Centre BID
Tom Watson	Wykeland
Sam Dennison	Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Steven Bayes, Jim Harris and Mike Rice.

2. MINUTES

The minutes of the Board meeting held on Tuesday 31st January 2017 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. WYKELAND

David Donkin, Property Director and Tom Watson, Development Surveyor at the Wykeland Group presented on the development of the Fruit Market by Wykeland Beal, a joint venture business established by the Wykeland Group and Beal Homes. A brief history of the original Fruit Market area project was given, which had commenced in 2005 with Yorkshire Forward purchasing the properties in the Fruit Market with the purpose of creating a cohesive and comprehensive development. In 2007 Hull City Council undertook a tendering exercise which was won by 'Igloo'. Plans for the development fell apart after the financial crash decimated end values and made it unviable.

In 2012 Wykeland and Beal Homes made an unsolicited bid, however a change from a Liberal to a Labour Council meant that this also stalled. In October 2013 an OJEU tendering process was launched and Wykeland were the only bidder due to the complexities of the site. Legal documents were finally signed for the development in October 2015.

Since 2013, Wykeland have been leading on the visible changes being made in the area over the last couple of years. Investments include the major refurbishment of the 40,000 sq.ft. Marina Court Office complex which is now home to the likes of Andrew Jackson Solicitors, EY, Lloyds and Handelsbanken, the @the dock office development the centre piece of which is the C4Di (Centre for Digital Innovation) and the 350 seat Amphitheatre over the listed Dry Dock which is now on site.

Hull City Council have invested £1.5m into the Humber Street public realm refurbishment programme and a further investment of £4.2m into the refurbishment of properties on Humber Street. The future plans for the Fruit Market area are to create a “unique, vibrant, cultural quarter where people live, work and play”. Wykeland Beal in partnership with Hull City Council have created the Fruit Market LLP, with food and beverage operators such as Thieving Harry’s, Tapasya Marina, Butler Whites and Ambiente Tapas moving into the area, and businesses including Gin CatZero the Shoot Factory and Bloc CNC. Further units will be occupied by the Humber Street Gin Distillery, Cocoa Chocolatier and the Poorboy Boutique. Plans are also in place for 101 new homes.

Discussion followed regarding the further development of the monthly market, the need to organically grow the area, build on the growing momentum and capitalising on the opportunities presented.

5. MANAGEMENT ACCOUNTS

The five month management accounts to 28th February 2017 were tabled. Kathryn Shillito advised the Board that private/other income was lower than budget, however this would pan out over the financial year as sponsorship monies came in for events such as the BID Awards and the Street Food nights plus other ad-hoc support. The overspend in the ambassadors budget was due to one month’s discretionary sick pay to the Business Liaison Officer. The overspend on the evening economy budget was due to receiving a late unexpected invoice for policing at Hull Trinity Festival 2016 and the slight overspend on the communications budget was due to two extended HullBID newsletters to incorporate City of Culture activities and news which had been agreed at the November 2016 HullBID Board meeting.

Overall expenditure was in line with budget.

There were no questions on the management accounts.

6. BID REPORTS

- i) Chairman’s Report: There was none.
- ii) Manager’s Report: Kathryn Shillito updated the Board on recent activity, including:-

Staff: The Business Liaison Officer, who had worked 18 hours per week had now left. The important role that she had played in the run up to the ballot was noted. Kathryn was now partially filling this role undertaking regular visits, particularly to high-end levy paying businesses. The replacement of the Business Liaison Officer will be put on hold potentially until the end of the financial year and will then be reviewed.

Double Tree by Hilton: The hotel was still on track to open on the 1st November 2017. HullBID were assisting the hotel by scheduling regular visits and acting as conduit. The hotel is seeking support with familiarisation visits from the business community which HullBID can assist with. Jon Pywell noted that the VHEY Conference Bureau were also working with the hotel to promote the venue. Additionally, it was intended that the REYTA’s 2018 would be held at the hotel.

Healthy High Streets: The initiative, which had been launched 3 years ago, was now coming to an end. It was noted that the initiative had been very useful in terms of building firm relationships with partners such as M&S, Santander, Wilko, Boots and Greggs and HullBID would continue to develop these relationships going forward. It was anticipated that the HullBID Retail Group Meetings might recommence to facilitate this.

Policing/Security: HullBID had recently met with Tracy Harsley, Head of Citysafe and other partners to discuss the issue of beggars/homeless in the City Centre. Partners had been working closely together, but a lack of resources was evident and there had also been a degree of backlash from the general public. Kathryn highlighted that one of the main issues was the detritus that was left behind and, with increasing complaints from businesses, the HullBID Cleaning and Maintenance Operative's workload had increased to clear this up. Cllr Mancey noted that the police needed these issues to be reported and also that witnesses needed to be willing to go to court. Kathryn reported that mostly the Churches are providing food but the Jubilee Church provides skills training and wash/changing facilities with an aim of reintegrating people into the community. The Chair suggested that HullBID met with all the Churches as a group to discuss different ways they might help the situation.

Hull City Council Scrutiny Committee: Kathryn advised the Board that she had attended a recent Scrutiny Committee meeting along with Mark Jones, Garry Taylor and Jon Pywell which had been a useful way of explaining the focus of HullBID's work to Councillors and the way they interacted with Hull City Council to provide a cleaner, safer and vibrant City Centre.

Bus Operators: A meeting had been held with Cllr Mancey, EYMS and Stagecoach to discuss the benefits of bus travel into and out of the City Centre. Cllr Mancey noted that more shoppers came into the City Centre by bus than by car, with circa 24m passenger journeys locally per year and he added that if the City was to continue to grow and prosper more needed to be done to encourage alternative transport. The demands of the small HullBID team were acknowledged, but HullBID had offered to act as a conduit with businesses.

Travel Extra: St. Stephens had committed sponsorship, with HullBID adding a small proportion to enable the provision of the service to continue. David Hatfield commented that Travel Extra could do more to promote their services and he had spoken with Jim Harris regarding Travel Extra advertising within St. Stephens. Discussion followed regarding how Travel Extra could enhance their provision and Cllr Mancey agreed to speak with Cllr Brown regarding this.

Heritage Action Zone: Kathryn advised the Board that she had attended the inaugural partner meeting at the Guildhall. Hull had been selected by Historic England as one of ten Cities to be given Heritage Action Zone status and receive £535k in funding and resources over a 5 year period, to stimulate and support economic regeneration efforts within the Old Town.

The Style File (Fashion & Beauty Brochure): The initial print run of 4,000 had been received and strategic placement into hotels, health centres, professional services' receptions would be rolled out. Kathryn noted that every retailer in the BID area had been included and she was delighted with the finished result, which it was agreed was a good replacement for Hull Fashion Week.

Street Food Events: An application for a premises licence had been submitted and two objections had been received from nearby residents. The licensing meeting would take place on Monday 10th April 2017 and Kathryn indicated that she may need to personally visit the objectors to give reassurance. The first event would be held on Thursday 20th April 2017 from 4:00pm to 9:00pm in Trinity Square accommodating 15 stalls offering a wide variety of cooked-to-order street food. Kathryn noted that interest in the events had been phenomenal with the FaceBook page receiving 49,000 visits to date. Kathryn reminded the Board that HullBID had budgeted £25k for Street Food Events as a commitment to supporting the City of Culture year and sponsorship of £5k for the Street Food Events and YUM! 2017 had been secured from Tesco Extra Hull. Further events would happen once a month until September 2017 and would be held mostly on the last Thursday of the month.

HullBID Awards: Kathryn reported that an unprecedented number of entries had been received, with a 40% increase year on year. The dinner would be held on Friday 21st April 2017 at the Royal Hotel Hull and the event would be expanded to 200 attendees to enable nominees to bring guests, with 4 free tickets being issued to each shortlisted business.

HullBID Business Networking Event: The next networking event would be held on Friday 12th May 2017 at the Holiday Inn Hull Marina, who were co-sponsoring the event. Wykeland would be presenting and representatives from Highways England would also present on the A63 redevelopment.

Business Week 2017: An third 'Inspiring Women' Dinner would be held on Wednesday 7th June 2017 at the Holiday Inn Marina as part of the week. The guest speakers would be Dr Lee Karen Stow, renowned photographer and Susan Capes, Assistant Curator at the History Centre who would present on Madame Clapham, Hull's famous couturier. The introduction of the Lifestyle Awards was discussed and Tim Powell agreed to find out more about their remit.

Student Discount Event: HullBID were collaborating with M&S, Debenhams, Wilko and the 3 shopping centres on the event, which would potentially be held in October 2017.

Ambiente Tapas: HullBID had supported the launch event on Wednesday 1st March 2017 by inviting the business community to attend and providing a musician. The event had been very well attended and HullBID's support had been greatly appreciated by the owners.

Kathryn advised the Board that she had been working with Hull City Council on a number of collaborations including new finger post directional signage, a Morris Dancing Festival, the Group Geraude Market which would take place over the Easter weekend and HullBID also continued to attend the Council's ESAG meetings.

George Tambaros asked if there had been any further discussions with Pret A Manger following their viewing of the old Starbucks premises. Both Maria Kamper and Kathryn Shillito advised that they had not heard of any further developments.

iii) Press log: Kathryn presented the press log, which covered the Street Food Events, Holiday Inn Hull Marina's 30th Anniversary and the BID Awards launch.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell tabled a briefing paper for the Hull UK City of Culture 2017's major milestones and impacts. He highlighted the successful opening events 'In with a Bang' and 'Made in Hull' which had attracted 342,000 visitors over the opening week, with huge interest in the 'Blade' installation. It was estimated that over 800,000 visitors had attended City of Culture events during the first three months of the year and that more than £2m worth of positive media coverage had been generated. The Ferens Art Gallery had received over 200,000 visitors in the 10 weeks since it had re-opened following refurbishment, against 126,000 visitors in the whole of its previous full year. The 'Bowhead' exhibition at the Hull Maritime Museum had attracted 110,000 visitors, against 76,000 last year and the new Humber Street Contemporary Gallery had over 60,000 visitors in its first six weeks of opening. Jon noted that national awareness of Hull being the UK City of Culture 2017 currently stood at 53%, rising to 62% in the North of England.

Jon Pywell commented that it was important to capitalise on the positive media coverage and ongoing Hull City of Culture 2017 activity. He added that metrics from businesses were a very useful and important way to demonstrate the positive impacts, which could then be used to draw in sustainable funding for the long term growth of the City. It was acknowledged that HullBID's resources were limited, but assistance could be offered with the distribution of surveys to levy paying businesses.

Jon Pywell noted that following the £1.5bn overall investment within the City since 2013, Hull City Council were developing an open spaces strategy, which would be submitted to Cabinet and then full Council. HullBID were also invited to attend Hull City Council's Place Management Board meetings. On the 4 day Easter Market, Jon commented that this was one of Hull City Council's major projects initiatives to animate the new spaces created by the public real works. He added that it was hoped that this substantial market could add value to the City Centre.

Cllr Mancey elaborated on the Heritage Action Zone status, which he noted aimed to de-risk some historic buildings which were in danger of deteriorating. Historic England would give advice to potential developers on how to make these buildings commercially viable. He also noted that the area which was currently used as an informal coach park at The Deep had the potential to become a major visitor attraction after remains of a 16th Century Fort had been discovered. Further archaeological work would be undertaken.

8. ANY OTHER BUSINESS

Julie Buffey drew the Board's attention to the 'Hullzapoppin' Swing Dance week-ender event which would take place in City Centre venues over the Spring Bank Holiday weekend at the end of May 2017.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 30th May 2017 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.