

**Present:**

Jim Harris (in the Chair)	St. Stephens
Julie Buffey	Roisin Dubh
David Cooke	Royal Hotel Hull
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Cllr Martin Mancey	Hull City Council
Mike Rice	Hugh Rice Group

**In attendance:**

Phil Ascough	Ascough Associates
Paul Cartmell	Hull Daily Mail
Ray Cliff	Realm
Kathryn Shillito	Hull City Centre BID
Helen Symonds	DoubleTree by Hilton Hull
Sam Dennison	Hull & Humber Chamber of Commerce

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Cllr Steven Bayes, Guy Falkingham, Tim Powell, Jon Pywell and George Tambaros.

Cllr Mancey advised that Cllr Bayes had stood down from the HullBID Board and Cllr Mancey would be taking his place on a permanent basis.

**2. MINUTES**

The minutes of the Board meeting held on Tuesday 28<sup>th</sup> March 2017 were agreed as a true and correct record.

**3. MATTERS ARISING**

The Chair commented on the huge success of the first Street Food Night and the issues arising from unexpected numbers attending, which had led to the cancellation of the second planned date and meant that an alternative venue would have to be sought. The recent comments on BBC Radio Humberside by Hull Minster's Rev. Matt Woodcock were noted. Cllr Mancey clarified that the change of venue was not related to the mirror pools in Trinity Square and advised that it was due to the view of Humberside Police that Trinity Square was an unsuitable venue due to safety concerns.

Kathryn Shillito advised the Board that the Student Discount Event, which had been planned for October 2017 would no longer go ahead due to cost implications. The Chair noted that it had not been possible to arrange the car parking offer which would have linked to this. He added that HullBID was also hoping to speak with the Humber Bridge Board to discuss car parking offers.

**4. PRINCES QUAY**

Ray Cliff, Head of Centre Management - New Business, Realm (Princes Quay) introduced himself and gave a background to his career.

Ray presented on the developments at Princes Quay and covered the project background and research results, which showed that 92% of Princess Quay shoppers, 90% of Viking FM listeners and 96% of Hull City Centre shoppers would like to see outlet shopping in Hull. The project would bring a new 'point of difference' and build on the existing combination of retail and leisure. A mix of clearly defined uses would be created across the separate levels of Princes Quay to provide a vibrant and unique customer experience and capitalise on the waterside setting.

Ray highlighted that to thrive, outlets needed an annual footfall of over 1million, a critical mass in excess of 20 units, easy access to transport links, car parking facilities, a food and beverage plus leisure offering, specialist management, extensive marketing and a catchment area with value seeking shoppers.

The construction process to provide an open, high visibility mall space was noted, which would see the Next Outlet as an anchor tenant occupying 11,500 sq ft. The outlet development would provide 28 units, of which just over 80% were concluded deals and it was hoped that the units would be fully let by the end of 2017.

The day to day Centre Management would be carried out by a Centre Manager, a position which was currently being recruited, supported by a Retail Manager and the opening date and re-launch had been set for Thursday 22<sup>nd</sup> June 2017.

In closing his presentation, Ray invited questions. Mike Rice enquired as to any plans to alter the outside structure. Ray advised that this was currently a work in progress, with discussions around a link through to the new Hull Venue. Ian Kelly asked about Ray's views on Hull City Centre's regeneration. Ray commented positively on the changes and added that feedback from existing and potential tenants was also positive. He also noted that various dialogues were ongoing on how to shift perceptions.

Kathryn Shillito welcomed the investment in Princes Quay and asked about plans to bring more aspirational brands to Princes Quay. Ray advised that this would be considered in the long term, but for now the focus had to be on existing tenants.

Cllr Mancey enquired as to progress on the proposals to link the Castle Street footbridge into Princes Quay. Ray stated that if there was still an aspiration to do this then conversations should be reopened on the matter.

## **5. DOUBLETREE BY HILTON HULL**

Helen Symonds, Director of Sales at the DoubleTree by Hilton Hull introduced herself and presented on the progress of the development which was of traditional and modular construction, with the bedroom pods arriving fully fitted, except for the TV, mattress and linen. The pods would start to arrive on site from the 20<sup>th</sup> June 2017 and it was hoped that delivery would be complete within a 2½ week period. A total of 165 bedrooms would be created of which 94 would be standard king rooms, 33 standard twin rooms, 10 accessible rooms, 20 superior king rooms, 6 junior suites and 2 presidential suites. The unique room amenities would provide the 4\* DoubleTree by Hilton brand and include excellent city views.

The events and conference space would be the largest in Hull and East Yorkshire, providing a total of 970 sq mtrs with a maximum capacity of 1000, and would be flexible and pillar free, with a separate conference reception and entrance. There would be 75 on-site parking spaces, with an additional 62 spaces available in an overspill.

Additionally there will be a branded restaurant, a hotel lounge and bar and a roof top bar, which would be accessed by its own lift from the ground floor.

In closing, Helen commented that with the planned opening date of 1<sup>st</sup> November 2017 fast approaching, a lot of focus was being given to destination selling.

Members of the Board commented on the positive and welcome addition of the DoubleTree by Hilton and it was hoped that this new introduction would draw further investment into the area.

## 6. MANAGEMENT ACCOUNTS

The seven month management accounts to 30<sup>th</sup> April 2017 were noted. Kathryn Shillito advised the Board that levy income was down by £15k, however this figure represented the anticipated reconciliation payment from the previous financial year and an invoice had been issued to Hull City Council. Additional income had also been secured from Tesco by way of sponsorship of Yum!

Overall expenditure was in line with budget.

There were no questions on the management accounts.

## 7. BID REPORTS

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

HullBID Awards: Kathryn reported that 180 business people had attended the event at the Royal Hotel Hull on Friday 21<sup>st</sup> April 2017. It was noted that it had been an exceptional evening and thanks were recorded to the team at the Royal Hotel Hull and the Hull Daily Mail for their support.

HullBID Business Networking Event: The networking event had been held on Friday 12<sup>th</sup> May 2017 at the Holiday Inn Hull Marina, who had co-sponsored the event. Unfortunately Highways England were unable to attend due to being in purdah with the upcoming General Election. However, David Donkin of Wykeland and David Parkinson of Hull Marina had presented to attendees. It was hoped that representatives from Highways England would be able to attend the next networking event, which was scheduled for August 2017.

Policing/Security: Continue to work closely with Citysafe and other partners on the issue of beggars/homeless in the City Centre and the Police had reported some good results, with short prison sentences being secured. The charity Emmaus had also recently received a further year's funding to provide an outreach service.

Humber Business Week 2017: An 'Inspiring Women' Dinner would be held on Wednesday 7<sup>th</sup> June 2017 at the Holiday Inn Marina as part of the week with the hotel sponsoring the drinks reception. The guest speakers would be Dr Lee Karen Stow, renowned photographer and Susan Capes, Assistant Curator at Hull History Centre who would present on Hull couturier Madame Clapham.

Footfall Counters: At the request of the City of Culture team, a meeting was called with Springboard to discuss ways of gathering additional data to show the impact of 2017 activity. Springboard was to provide details/quote for a bespoke package which would demonstrate percentage changes on turnover within large retailers. Wykeland Group/HullCC has jointly approached HullBID to co-fund an extra camera on Humber Street which in principle has been agreed.

Kingwood Expansion: Kathryn highlighted the application for 10 new retail units and the potential threat to city centre retail. HullBID had lodged an objection letter along with Princes Quay, Prospect Centre and St. Stephens. The Chair commented that there were plenty of prime retail spaces available within the City Centre and there was a need to capitalise on the investments made in the public realm. Ian Kelly added that the Chamber fully endorsed HullBID's view on the Kingswood expansion. Mike Rice raised the issue of parking in the City Centre versus the ease of parking at out of town retail parks and noted the lack of on-street parking in the City Centre. Cllr Mancey commented that City Centre car parking was undersubscribed and noted the relatively low level of car ownership in the City. Victoria Jackson suggested that more extra wide car parking spaces should be introduced.

Street Food Events: The first event held on Thursday 20<sup>th</sup> April 2017 in Trinity Square had been a huge success, with approximately 13,000 visitors. Because of this success an application to vary the licence to expand down Trinity House Lane had been submitted and subsequently the event planned for Thursday 25<sup>th</sup> May 2017 had been cancelled. Kathryn advised the Board that due to the recent attacks in both London and Manchester, it was the view of the emergency services that Zebedee's

Yard would be a more suitable location for safety reasons. Hull City Council's Licensing Committee would meet on Monday 12<sup>th</sup> June 2017 to consider the application to vary licence, however if this application was unsuccessful, there would be only 3 days in which to cancel the next planned event scheduled to take place on 15<sup>th</sup> June 2017.

Hull Trinity Festival: Kathryn advised the Board that due to a City of Culture installation being placed in Trinity Square the event - scheduled for the 23rd/24th September - had to relocate within Zebedee's Yard being deemed most suitable. It was acknowledged that costs would increase due to hire costs for the Yard and the Board agreed that the Hull UK City of Culture 2017 Company should be approached for financial recompense.

Evening Economy Group: The group were enquiring as to plans for Trinity Square beyond 2017 and another meeting would be held at the end of June 2017. Cllr Mancey suggested that Jon Pywell would be able to update on the forward programme.

Christmas Lights: Kathryn had recently met with Paul Holloway of Hull City Council and had sight of the Council's Christmas Lights plans. A walkabout would take place on Friday 2<sup>nd</sup> June 2017 to establish what HullBID could add to the plans.

Hull International Carnival: Discussions had been held with Mikey and Jenny from Hull's Freedom Festival regarding the event which would be held in Queen's Gardens.

Additionally, Kathryn advised the Board that she would be meeting with Cllr Mancey to discuss problems that A Boards caused for blind and disabled people, along with the issue of cyclists on pavements which was felt to be greater hazard. Cllr Mancey highlighted Hull City Council's desire to raise the standards of street advertising. Mike Rice commented that he felt there was a degree of desperation amongst City Centre retailers, who had suffered a down turn in business during the public realm works and urged Cllr Mancey to consider this. Cllr Mancey noted that the Valuations Office had given a minimum reduction in business rates of 10%, and up to 18% in some cases.

HullBID were also assisting Cllr Mary Glew to bring a Morris Dancing Festival to the City Centre.

Kathryn had also consulted with Swansea BID as they were bidding for City of Culture status again and were querying the involvement and optimism of BID member businesses.

iii) Press log: Due to time constraints there was no press log review.

## **8. HULL CITY COUNCIL CITY CENTRE REPORT**

There was nothing further to add to the points already covered by Cllr Mancey.

## **9. ANY OTHER BUSINESS**

There was no other business.

## **10. DATE OF NEXT MEETING**

The date of the next Board meeting would be Tuesday 25<sup>th</sup> July 2017 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull