

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
Jon Pywell	Hull City Council
Mike Rice	Hugh Rice Group

In attendance:

Phil Ascough	Ascough Associates
Kathryn Shillito	Hull City Centre BID
Michelle Swithenbank	Hull College Group
Sam Dennison	Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from Guy Falkingham, Tim Powell and Paul Cartmell.

2. MINUTES

The minutes of the Board meeting held on Tuesday 30th May 2017 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. HULL COLLEGE

Michelle Swithenbank, Chief Executive Officer, Hull College Group gave a confidential presentation on the College's way forward.

5. MANAGEMENT ACCOUNTS

The nine month management accounts to 30th June 2017 were noted. Kathryn Shillito advised the Board that private other income was down against budget due to the anticipated income for the year being split across the 12 months, but this would level out with the income generated from Yum! stall holders and sponsorship of the Hull Trinity Festival. The underspend on the ambassadors budget was due to the Business Liaison Officer position not being replaced. The underspend on the events/street entertainment was due to the delay in the development of the mobile app and the underspend on the evening economy support budget was due to the May Street Food Night not taking place as an application to vary the premises/street trading licence had had to be made.

Overall expenditure was in line with budget.

There were no questions on the management accounts.

Kathryn Shillito drew the Board's attention to the 2017 revaluations conducted by the Valuations Office, which would impact on levy income, leading to a circa £40k decrease. Kathryn highlighted a number of notable examples and indicated that going forward, more external funding would need to be secured in addition to charges being applied for key HullBID events.

Jon Pywell suggested that the Arts Council could be approached for funding, however they would require 'ownership' of any HullBID events that they funded to be released. Kathryn Shillito advised the Board that the marketing group would meet to consider funding streams and different initiatives.

Ian Kelly commented that HullBID deserved acknowledgement for the amount of behind the scenes work that it undertook with a lean operational team, and the 80% ballot result went a long way to acknowledge this. However, he noted that HullBID's role should be one of facilitation, not continual direct delivery. Jon Pywell commented that it was positive that partnership and relationships had been built and that the City was now regarded as being "credible and trustworthy". He added that there had never been a better opportunity to capitalise on the visibility that Hull was currently enjoying. Cllr Mancey advised the Board that at a recent Hull City Council meeting, a motion had been put forward that the City was not transforming the early evening economy and there was a lack of retail offerings during the early evening. He noted that as a consequence of this motion, Hull City Council had agreed to set up scrutiny of what could be done to improve this. Ian Kelly commented that he welcomed this and added that, in his view, the international reach of the City was not being maximised. General discussion followed with regard to improving the early evening economy, with Jon Pywell taking points raised on board. Jon Pywell also commented that there was a myth around the early evening economy and that there was a need to change behaviours over the longer term.

6. BID REPORTS

i) Chairman's Report: There was none.

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

Humber Business Week 2017: The 'Inspiring Women' Dinner had been held on Wednesday 7th June 2017 at the Holiday Inn Marina, with the hotel co-sponsoring the event. Unfortunately due to unforeseen circumstances Susan Capes, guest speaker, had been unable to attend. Jenny Combes of Hull Freedom Festival had stood in at the last minute and had been an excellent speaker. Subsequently, The Deep had offered to rehost a canapés and prosecco event, at no cost, with guest speaker Susan Capes.

Street Food Events: The event which had been held on Thursday 15th June 2017 in Zebedee's Yard had been a huge success, with high visitor numbers and positive PR. Three more Street Food Nights would take place on Thursday 27th July, Thursday 17th August and Thursday 21st September.

YUM!: The event would be held on Friday 11th and Saturday 12th August 2017. Following last year's success the event had nearly doubled in size and would be expanded into Queen's Gardens. Additional income of circa £12k had been raised from non levy paying participants.

Hull Trinity Festival: The event would be held on Saturday 23rd and Sunday 24th September 2017. Kathryn reminded the Board that the event had had to relocate to Zebedee's Yard due to a City of Culture installation being placed in Trinity Square. Old Town Traders had raised their concerns over this and HullBID had organised a meeting between them, Hull City Council, Humberside Police and the Public Realm team to discuss the issue of the use of Trinity Square as an events space. It was agreed that Ruth Stephenson from Hull City Council's public realm team would seek ways to protect the mirror pools whilst events were taking place. Humberside Police were working with the Council's highways team to see how public spaces can be made safer against the threat of terrorism.

HullBID Business Networking Event: The next networking event would be held on Thursday 24th August 2017 at the Holiday Inn Hull Marina. James Leeming from Highways England would be attending to update on the A63/Castle Street upgrade. Additionally, Rollits would also be presenting on changes to Data Protection laws.

Footfall Counters: At the request of the City of Culture team/Hull City Council, a meeting was called with Springboard to discuss ways of gathering additional data to show the impact of 2017 activity. Springboard were to reassess locations of the 6 cameras whilst also quoting for a bespoke package which would demonstrate percentage changes on turnover within large retailers. Wykeland Group and Hull City Council had jointly approached HullBID to co-fund an extra camera on Humber Street, which had been agreed in principle.

The Board discussed footfall counters and use of the data they provided. There were suggestions that more emphasis should be put on data capture and analysis but this would be time-consuming and a drain on resources. It was agreed that HullBID's focus should be to remain as a conduit to gather data and footfall evidence and share this with members. It was suggested that the HullBID newsletter could be used to appeal for evidence of the impact that the UK City of Culture year was having on City Centre businesses and manual footfall counters could also be utilised at HullBID events.

Policing/Security: The fountains in Queen Victoria Square were attracting undesirables. Kathryn apprised the Board of a recent incident involving HullBID's Senior Support Officer who had had to tackle a male individual who had removed his lower clothing in the middle of the fountains and challenged the Senior Support Officer to remove him. The Senior Support Officer's actions to deal with this matter and also an incident that had taken place during Armed Forces Day, when a Veteran had been spat at, had been commended by the Police. HullBID continued to work closely with Citysafe, Emmaus Charity, Hull City Council and other partners on the issue of beggars/homeless in the City Centre and the Police had reported some good results, however custodial sentences were usually short term. There was also an increasing problem with drunks, who were sleeping outside in the Summer and congregating in doorways in Parliament Street and King Edward Street.

Kingwood Expansion: Kathryn noted that Hull City Council's Planning Committee would meet on Wednesday 26th July 2017 to give their final decision. HullBID and other City Centre stakeholders had submitted strong objections. The Board agreed that a media comment supporting the City Centre would be made if necessary.

Additionally, Kathryn updated the Board on a number of recent meetings, including the City Partnership Meeting to discuss exhibiting at this year's REVO event and had met with Hull City Council and various disability groups regarding A Boards. Kathryn also advised the Board that she would be joining the Place Management monthly meetings and had been invited to sit on the Culture and Place Strategic Advisory Board.

iii) Press log: Kathryn Shillito presented recent media coverage, which included the BID Awards, Street Food Nights, the HullBID Humber Business Week Dinner, Trinity Indoor Market, Zebedee's Yard, YUM!, Hull Trinity Festival and the work of the City Centre Cleaning Operative who had recently removed racist graffiti.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell distributed Hull City Council's City Culture and Place update. He commented that Hull City Council were working very hard on the legacy of 2017 and confirmed that the Hull UK City of Culture 2017 Company had been awarded funding of £1m by Hull City Council to maintain momentum. Their focus would move to commissioning rather than producing and a 3-year plan was now emerging which would lead up to the 2021 handover of UK City of Culture. Jon added that Hull City Council's 10-year City Plan fitted in with cultural regeneration and demonstrated commitment.

8. ANY OTHER BUSINESS

There was no other business.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 26th September 2017 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.