

Present:

Jim Harris (in the Chair)	St. Stephens
Nigel Dibb	Holiday Inn Hull Marina
David Donkin	Wykeland Group
Guy Falkingham	Yorkshire Brewing Company
Victoria Jackson MBE	Kingston Recruitment
Cllr Martin Mancey	Hull City Council
Jon Pywell OBE	Hull City Council

In attendance:

Phil Ascough	Ascough Associates
Gareth Botterill	Botterill & Co./Chamber Accountant
Sergeant Jim Clough	Humberside Police
PC Julie Fenton	Humberside Police
Kris Jones	Fresh
Carl Lewis	Hull City Council
Kathryn Shillito	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce

The Chair welcomed Board members, presenters and observers to the meeting and congratulated Jon Pywell on his OBE which had been awarded in the Queen's New Year Honours.

1. APOLOGIES FOR ABSENCE

Apologies were received from Julie Buffey, David Hatfield, Ian Kelly, Tim Powell, Mike Rice and Paul Cartmell.

2. MINUTES

The minutes of the Board meeting held on Tuesday 28th November 2017 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito advised the Board that she added information about the BID's involvement on the Culture and Place Strategic Advisory Board to the business plan and updated copies were tabled.

The Chair asked for the Board's views on the newly introduced electronic newsletter. Positive feedback was given all round.

Kathryn Shillito advised the Board that despite the dismal weather the Christmas Street Food Nights which had been held on Thursday 14th and Friday 15th December 2017 had attracted around 5,500 visitors, which had also had a positive impact on Thursday night trading in the area.

Kathryn Shillito also highlighted that the Government Planning Inspector had dismissed the appeal for the 10-unit retail expansion of Kingswood

4. HERITAGE ACTION ZONE

Carl Lewis, Hull City Council's Project Manager for the Heritage Action Zone presented a project update. The vision for the Old Town was to "bring people into the area and create destination points for them" and the Heritage Action Zone would assist in achieving the wider objectives for housing, positioning Hull as a world class visitor destination, enhancing public spaces and enhancing connectivity across the City Centre.

The Hull Old Town Heritage Action Zone (HAZ) had launched in March 2017 and was a five year partnership between Historic England and Hull City Council that will realign Hull's economy with tourism, culture and heritage. Carl highlighted that Beverley Gate, the South Blockhouse, Fruit Market, Trinity Market and Market Square, and the extensive redevelopment of its significant historic maritime assets to create the Hull: Yorkshire's Maritime City project, were all within the Heritage Action Zone.

The project will build further upon both the success of Hull's year as UK City of Culture 2017 and on the work that has already been carried out to date to repurpose Hull's Old Town by maximising occupancy within the City's historic core and by promoting Hull's historic fabric and cultural assets.

The Heritage Action Zone will involve close working with local stakeholders and partners to deliver the following outcomes:-

- Linking the waterfront areas to the Old Town by establishing nodal points on the visitor journey.
- Increasing engagement and involving a wider range of individuals, groups and communities within activities related to the Old Town's heritage.
- Establishing an Old Town Brand to reinforce the Old Town's unique historical and architectural character.
- Developing the 16th Century South Blockhouse as a visitor attraction.
- Identifying new opportunities to grow tourism.
- De-risking and bringing historic buildings back into use to support additional residential and business capacity within the Old Town.

Carl Lewis advised the Board that a feasibility study would be undertaken to look at improving Whitefriargate in particular, which was an area of considerable architectural heritage, but current shop fronts were unsympathetic to that heritage.

In closing, Carl noted that the project would also include heritage-led engagement and highlighted that working with Humber Field Archaeology engagement had already been undertaken with Hull College, Victoria Dock Primary School and Hull University.

The Chair thanked Carl for his update and Board members raised a number of comments and observations, particularly with regard to improvements on Whitefriargate.

5. END OF YEAR AUDITED ACCOUNTS AND MANAGEMENT ACCOUNTS

i) End of Year Audited Accounts to 30th September 2017: Gareth Botterill reviewed the draft end of year audited accounts. He noted that the Auditors had given a clean report. Gareth highlighted the results for the 12 months to 30th September 2017, which showed a surplus of £7,040, against a budgeted deficit of £4,894. It was noted that the deferred income brought forward from 2016 was £39,713. This, with the surplus in 2017, meant HullBID would carry forward a surplus of £46,753 into 2017/18.

Board members were asked to sign the consent to prepare abridged accounts, which once completed with all Board members signatures would be returned to the Auditors.

The Chair commented that the end of year accounts had been well controlled and recorded thanks to Kathryn Shillito and her team. He noted that as the City Centre evolved, levy income may reduce due to change of use of premises.

Kathryn Shillito reminded the Board that the projected levy income for 2017/2018 would decrease by circa £70k due to the 2017 revaluations conducted by the Valuations Office and the change of use of premises. However, it was hoped that this would start to balance out as new hereditaments came onto charge. Additionally, Kathryn advised the Board that a reconciliation payment from the 2017/2017 financial year of circa £19k was anticipated from Hull City Council in March/April 2018.

ii) 3 Month Management Accounts to 31st December 2017: Kathryn Shillito reviewed the 3 month accounts in detail and advised the Board that the underspend of £5,992 on the events/marketing budget was due to funds saved on the Christmas campaign. The overspend of £1,736 on the evening economy budget was due to late invoices coming in for the Christmas Street Food Nights. Kathryn highlighted that in the 3 months to 31st December 2017 a surplus of £19,474 had been realised, this was £10,090 ahead of budget for the period and she noted that overall expenditure had been in line with budget.

There being no further questions, the end of year management accounts were agreed.

6. MEMBER PRESENTATION

BID member, Kris Jones from Fresh presented on his firm's use of digital technology and virtual reality to create immersive experiences and animate spaces and places and showed examples of how this could be used to drive footfall.

Board members commented on the use of such technology as a tool to showcase the City Centre to potential investors as well as visitors.

The Chair thanked Kris for his insightful presentation.

7. BID REPORTS

i) Chairman's Report: The Chair advised the Board that the REVO North Study Tour had taken place on Wednesday 13th December 2017. It had been a very successful day with around 30 delegates visiting St. Stephens and Princes Quay, along with a tour of the City Centre which had incorporated visits to the Old Town and the Marina. The group had been hosted by the Chair, Ray Cliff, Martin Green and Kathryn Shillito.

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

Policing/Security: HullBID continued to work closely with Citysafe, Humberside Police, Emmaus Charity, Hull City Council and other partners on the emotive issue of how to address begging and homelessness in the City Centre. Partners had met to discuss a strategy for dealing with the issue and plans included:-

- improve the success rate of those with complex mental health needs who were difficult to home. The Hard to House Group to collectively create action plans for individuals and to get them into suitable accommodation.
- support for vulnerable people at risk of homelessness or who were homeless by sourcing permanent housing, hostel accommodation or other
- to create a cleaner and safer environment for the public and visitors by tackling begging via Policing strategy incorporating 'diversion from the streets' operation, with Humberside Police also targeting persistent beggars in key locations.
- a reduction in the number of those sleeping rough through outreach support. Persuading homeless to engage with outreach support, whilst HullBID continue to signpost where help is available.

- to identify and engage with non-partnership organisations who offer short-term help (soup kitchens, provision of bedding etc). Although well-meaning, this is counter-productive and may undermine efforts of the partners to find long-term solutions and keep people off the streets.
- to develop a communication strategy to raise awareness that giving does not help by producing a DVD showing partnership working and using the motto 'Killing with Kindness'
- to educate the public on safe ways to give by promoting local charitable organisations who work directly with those genuinely in need.

The Board acknowledged the complexities of this issue. The Chair commented that a lot of work was being undertaken to tackle it in a positive and constructive way through partnership working.

Young Professionals: A meeting would be held on the 6th February 2018 with Bondholders and the Top 30 at 30 group to develop ways to engage with young professionals and provide both social and work-related events of interest. A steering group would be formed to compose a strategy.

Street Food Nights: Dates had been set for this year's events, which would be held on 5th April, 3rd May, 7th June, 12th July, 2nd August and 6th September. Pleasingly, these events will be majority self-funded. HullBID had been approached by a marketing agency who had a client wishing to sponsor both the Street Food Nights and YUM!

Farmers Markets: Kathryn had been liaising with Hull City Council to jointly establish a monthly quality Farmers' Market along Trinity House Lane, within Trinity Square and to incorporate the Indoor Market. The council are currently seeking ways to protect the square's mirror pools whilst the police will guide on security, and street trading consent is required. It is hoped the first market will be early May.

HullBID Business Networking Events: Humberside Police & Crime Commissioner, Keith Hunter would be the speaker at the next event which would be held on Friday 16th February 2018 and Emma Hardy MP and James Leaming of Highways England would be the speakers at the event on Friday 13th April 2018. Both events would be held at the Holiday Inn Hull Marina.

HullBID Awards: Kathryn advised the Board that the Awards, coordinated and publicised by the Hull Daily Mail, would open to nominations mid-February 2018 and this year there would be 10 categories. 6 sponsors had already been secured and the Awards evening would be held on Friday 27th April 2018 at the Doubletree by Hilton Hull.

Empty Units: Kathryn reported that she had undertaken a recent walkabout to calculate empty units, following renewed guidelines by the Association of Town and Centre Management. Kathryn noted that within the HullBID area 739 retail units were occupied and 105 empty – a vacancy rate of just over 14%. Data from the National Non-Domestic Ratings database for 2017 had shown new businesses had increased by 50% YOY compared to 2016 and a 29% decrease in closures.

Cllr Mancey noted that the number of new businesses opening in the City Centre far exceeded the number of closures and commented that this positive news needed to be in the public domain. Kathryn Shillito added that it was vital to join forces with City Centre partners to promote the good news stories with a unified voice. The Chair asked for the Board's views on releasing this news early and a variety of views were given. Jon Pywell indicated that the Hull UK City of Culture 2017 Company was keeping back their data until its Evaluation Conference which would be held at the University of Hull on the 15th and 16th March 2018. It was agreed that Phil Ascough liaise with Ben McKnight at City of Culture to agree a draft press release.

David Donkin asked about City Centre trading over the Christmas period. Kathryn Shillito advised that the Retail Group including House of Fraser, Debenhams, Primark and other key retailers would be meeting on the 1st February 2018 where this would be discussed and she could report back at the next Board meeting.

Kathryn updated the Board on a number of recent meetings, including the Executive and Management team from SMG, the operators of Hull Venue, the new Manager of Buca Da Pizza on Humber Street, John Magee the new Manager of Princes Quay who will take up his new role in March 2018 and with the new Manager of the 3 John Scotts pub.

iii) Press log: Kathryn Shillito presented recent media coverage, which included the appointment of new Board members and the opposition to the Kingswood expansion. Press articles were also shown covering the issue of rough sleepers around the former BHS premises in particular. Kathryn also showed the Board images of detritus and graffiti and noted that the City Centre Cleaning Operative had removed 110 pieces of graffiti and carried out over 90 cleaning jobs.

8. HULL CITY COUNCIL CITY CENTRE REPORT

On the Hull UK City of Culture 2017 Company, Jon Pywell noted the appointments of Katy Fuller, Creative Director and Emma Morris, Executive Director. They would share the role of Chief Executive following Martin Green's departure at the end of February 2018. It was also noted that the current Executive Director, Fran Hegyi would leave at the same time. Building on the success of Hull 2017, the volunteer programme would continue and the Company's core purpose would be to continue commissioning world-class arts programming aimed at residents and visitors and it would work strategically with partners inside the City and across the UK to cement Hull's reputation as a centre for culture and creativity. The Company would also develop its role as an independent organisation specialising in culture and cities, which in addition to commissioning work, would offer unrivalled expertise, consultancy and advocacy, across the UK and internationally. A complete Board refresh would also be taking place.

Jon Pywell advised the Board that the Tourist Information Centre would remain at the pod in the Paragon Station and that Museums would continue to open on Sunday for the next financial year.

Jon Pywell commented that the early evening economy continued to be a challenging area for the City Centre with footfall inconsistent, however with the opening of Hull Venue it was hoped that this would improve.

9. ANY OTHER BUSINESS

The Chair advised the Board that George Tambaros had written that day to resign his position on the HullBID Board. He added that he was keen that the Board was diverse. Consideration would be given to new appointments and the Chair asked that any recommendations be sent to him.

Phil Ascough noted that the Chamber's Annual Dinner would be held at the Doubletree by Hilton Hull on Friday 9th February 2018 and that this year the President's charities were Emmaus in Hull and Harbour Place in Grimsby.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 27th March 2018 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.