

Present:

Victoria Jackson (in the Chair)
Julie Buffey
Nigel Dibb
Maria Kamper
Ian Kelly
Tim Powell
John Magee
Mike Rice
Garry Taylor

Kingston Recruitment
Roisin Dubh
Holiday Inn Hull Marina
Prospect Shopping Centre
Hull & Humber Chamber of Commerce
Scotts Property LLP
Princes Quay
Hugh Rice Group
Hull City Council

In attendance:

Lucilla Bathurst
Kathryn Shillito
Diana Taylor
Sam Dennison

Hull City Centre BID
Hull City Centre BID
Bondholders
Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from David Donkin, Guy Falkingham, Cllr Daren Hale, Jim Harris, Phil Ascough and Gareth Botterill.

2. MINUTES

The minutes of the Board meeting held on Tuesday 29th May 2018 were agreed as a true and correct record.

3. MATTERS ARISING

There were none.

4. BONDHOLDERS

Diana Taylor, Managing Director of Bondholders gave an update on the work of the Bondholders. She presented the Marketing the Humber delivered by Bondholders "plan on a page" (copy attached to the minutes), the purpose of which was to energise and redirect the activities of Bondholders. The plan covered Bondholders plan to be a sustainable and growing organisation by mid 2020 that was "able to deliver its aspirations programmes for all members". Bondholders vision "to globally be the most connected region; commented through place and people; connected through opportunity and creativity" and their mission were noted.

Their key markets were core membership, key external stakeholders and inward investors. Bespoke sector driven internal and external knowledge exchange and networking events, online presence, a well positioned external and internal brand, partnerships with organisations bringing skills, knowledge and capabilities would be used as routes to market.

Diana highlighted Bondholders strategic priorities as being to promote the Humber on a national and international stage, membership engagement and speaking with one voice. Operational priorities included the launch of Invest Humber and alignment with the Marketing Humber website, alignment of Humber organisations – uniting groups to strengthen regional marketing, launch of ‘Think Tank’ to develop regional economic plan, launch of membership engagement strategy to deliver value proposition with a fee structure, the development of a 2 year ‘Roadshow’ programme across key sectors and developing the long-term sustainability of the Bondholders through building the next generation ‘Young Talent Network’.

In closing, Diana advised the Board that the Bondholders would work towards their mission of always adding value to the region and its members by thinking “Humber One Voice” first, and by being driven by place promotion, regional capability, skills and talent.

A general discussion followed regarding the possibility of adding confusion through mission creep and the emergence of new organisations locally diluting key messages.

5. MANAGEMENT ACCOUNTS

The nine month management accounts to 30th June 2018 that had been enclosed with the Board papers were reviewed. Kathryn Shillito advised the Board that levy income was over budget due to an unforeseen reconciliation payment being received from Hull City Council. Private other income was down against budget due to Tesco deciding not to re-sponsor the Street Food Night events.

The overspend in the Ambassador budget was due to staff working Saturdays to cover Beauty Box and Hull Trinity Farmers’ Market events. The underspend on events/markets was due to Beauty Box events and Farmers’ Markets starting later than anticipated due to relevant permissions being sought. A final invoice for Beauty Box events was awaited which would see this budget reduce accordingly.

There was an overspend on professional fees due to specific support needed around GDPR for complex police data sharing agreements. Levy collection costs were showing an overspend due to Hull City Council’s delay in sending over IT upgrade invoice in the previous financial year.

Overall expenditure was in line with budget.

There were no questions on the management accounts.

6. BID REPORTS

- i) Chairman’s Report: No report was given.
- ii) Manager’s Report: Kathryn Shillito updated the Board on recent activity, including:-

HullBID Radio Scheme: Kathryn advised the Board that My Market Place had been commissioned to source grant funding. A number of sources were being considered and it was hoped that the full amount of circa £60k funding would be secured to replace the existing analogue handsets with digital ones.

Policing: HullBID continued to work closely with the City Centre policing team and other agencies. Humberside Police were currently running Operation Ignition, which had had a significant impact on reducing the amount of begging/vagrancy, spice taking and dealing, street drinking and associated anti-social behaviour in the City Centre. HullBID’s Support Officers were also documenting daily activity. It was agreed that either the Police and Crime Commissioner for Humberside be invited to the next Board meeting to give an update or a meeting be held with him by the BID Officers.

Place Management Chairs’ Meeting: The meetings, chaired by Mark Jones of Hull City Council with Kathryn Shillito, Garry Taylor, Mitch Upfold, Anthony Yates, Andy Burton and Trevor Todd in attendance were productive and a useful way of finding out what was happening in the City Centre.

Hull City Council’s Economy and Investment Scrutiny Commission: Kathryn advised the Board that she had been invited to speak at the next meeting as they were interested to learn more about HullBID’s events and their impact.

City Programming & Marketing Group: Partners at the group included HullBID, Hull City Council, Absolutely Culture, VHEY, St Stephens and Hull Culture and Leisure. The group had discussed ways of collaborating. Garry Taylor highlighted that a 6 week Summer events programme would commence shortly with Ward Councillors agreeing £15k match funding for street activities. Programming was underway for Winter and that the Council had increased its Christmas lighting budget to circa £44k. Julie Buffey noted that she had been receiving enquiries from coach operators regarding the Victorian Christmas event.

Association of Town and City Management (ATCM) Summer School: The event had been held at the DoubleTree by Hilton Hull on the 27th and 28th June and had attracted over 200 attendees including Chief Executives, Local Authority Directors and City Managers from across the UK. Kathryn had been one of the keynote speakers, and HullBID had hosted a workshop on creating successful food events. A walkabout of the City Centre, visiting St Stephens, Jameson Street, King Edward Street, Zebedee's Yard, Hull Minister, High Street, C4DI, Humber Street, Hull Marina and the Bonus Arena had been conducted by Kathryn and some of her team on day. Positive feedback had been received, with delegates commenting that the City had far exceeded their expectations.

Humber Business Week: An 'Inspiring Women' Dinner had been held on Wednesday 6th June 2018 at the Holiday Inn Hull Marina, who had co-sponsored the event. Kathryn wished to express her thanks again to Nigel Dibb and his team. 80 BID members attended and listened to Cllr Mary Glew, author Lucy Nicholson and Jenny Howard-Coombes of the Freedom Festival Trust who all spoke at the event.

Hull Street Food Nights: Numbers at the June and July events had fallen slightly, due to a lot of other activities and events taking place. Some research would be carried out into what the public wanted from the events so as to keep them fresh.

Hull Trinity Farmers' Markets: Kathryn advised that footfall figures had peaked to the second highest count of the year when the May market was first hosted, and that the number of stalls increased by 33% for the June event. Stallholders had been giving excellent feedback on the events. It was noted that the King William multi-storey car park had provided free parking in return for a donation to Dove House Hospice whilst the Hull Trinity Farmers' Markets were being held.

Beauty Box: The first two events had been highly successful, with House of Fraser, Debenhams, Primark and Boots expressing positive feedback. Smaller, independent retailers would be involved on a rotational basis.

HullBID Business Networking Event: A network breakfast for businesses was hosted at 1884 Wine and Tapas with all costs covered by the restaurant. Katy Fuller of Absolutely Cultured and Mike Williams of Crackers Street Food had been the speakers. The next event would be a lunch at the Holiday Inn Hull Marina and would be held on Thursday 25th October 2018 with Louise Cheeseman, Managing Director of Hull Trains and Juliette Healey, Yorkshire Agent for the Bank of England as confirmed speakers.

Trinity House Brethren: Kathryn advised the Board that she had accepted a welcome invitation to address the Trustees and update them with regard to City Centre issues.

Additionally, Kathryn updated the Board on a variety of meetings and visits that she had undertaken, including with Sarah Pashley, Principal at the Ron Dearing University Technical College, Sham Alom of Arisi the new restaurant at K2, the Landlord of the Sailmakers Arms who was unhappy with filming companies blocking off High Street and the lack of events in High Street, the General Manager of Barrow Boys in Humber Street, Holiday Inn Hull Marina's BBQ to showcase their new al fresco dining area and the official opening of the DoubleTree by Hilton Hull.

iii) Press log: Kathryn Shillito presented the work of HullBID's Cleaning Operative and recent media coverage.

7. HULL CITY COUNCIL CITY CENTRE REPORT

Garry Taylor, City Manager Major Projects and Infrastructure, updated the Board on other City Centre issues, including discussions with representatives of the owner of the House of Fraser building, the issue of staining on new City Centre paving and ways to clean and prevent further damage including the issue of chewing gum. Heritage Action Zone work was progressing, with priority on Whitefriargate and £400k over 5 years for frontage improvement works – reports had been commissioned and discussions were being held with property owners.

Additionally, Garry noted the Invest in Hull Prospectus which set out future investment and development ambitions which included plans for the Yorkshire Cruise Terminal, the Albion Square development, the Heartlands Knowledge Zone – River Hull Corridor, flood defence works and a strategic solution to the City's road linkages, all of which built on the City Plan which had been launched in 2013 and the recently adopted Local Plan.

Garry also advised the Board that on-site work on the Castle Street footbridge was due to start in October 2018.

The Chair thanked Garry for his useful update. Julie Buffey enquired if Hull City Council were actively promoting the City Centre for the use as a film set. Garry Taylor confirmed that his team were in conversation with a variety of parties regarding this.

8. ANY OTHER BUSINESS

There was none.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 25th September 2018 at 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.