

**Present:**

Jim Harris (in the Chair)	St. Stephens
David Donkin	Wykeland
Guy Falkingham	Yorkshire Brewing Co.
Cllr Daren Hale	Hull City Council
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
John Magee	Princes Quay
Mike Rice	Hugh Rice Group
Kathryn Shillito	Hull City Centre BID
Garry Taylor	Hull City Council

**In attendance:**

Phil Ascough	Ascough Associates
Lucilla Bathurst	Hull City Centre BID
Sam Dennison	Hull & Humber Chamber of Commerce
Jeremy Seymour	Re Define Paragon Ltd
Mark Williams	NPS

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Julie Buffey, Nigel Dibb, Tim Powell and Paul Cartmell.

**2. MINUTES**

The minutes of the Board meeting held on Tuesday 29<sup>th</sup> January 2019 were agreed as a true and correct record.

**3. MATTERS ARISING**

The press article regarding the proposed Yorkshire Coast BID was noted with Board members commenting that it would be interesting to see how the proposal would progress.

It was agreed that Kathryn Shillito would keep the Board informed regarding BID's nationally achieving re-ballot success. Additionally, Kathryn would look at BID's that were charging levies of 2 – 3% to see if any of these reduced their levy charges in advance of their next re-ballot.

The Board discussed the challenging times currently facing the High Street, and agreed that partnership working was the way forward. The Chair commented that HullBID's re-ballot was very much in mind in everything that HullBID did, with Victoria Jackson highlighted that it would be imperative that support was realised. Additionally, as levy income was decreasing, Kathryn Shillito provided the Board with details of £142k of additional income (including in-kind) which had been secured predominantly from sponsorships, stallholder income and loan of gazebos.

**4. HOUSE OF FRASER**

Jeremy Seymour, Development Manager of Re Define Paragon Limited and Mark Williams of NPS updated the Board on plans for the House of Fraser Building, which was noted as an iconic and historical City Centre building.

Re Define Paragon Limited were working on behalf of their client Salemia Property Management, the owners of the building and Jeremy highlighted that the client had a budget to refurbish the building, however they needed to justify the substantial spend. The project development team had been selected based on their local knowledge and understanding of the various and complex issues involved, and were working closely with Hull City Council and the other stakeholders to deliver the challenging project.

Re Define Paragon Limited were very keen to work alongside City Centre businesses and stakeholders to improve the appeal of the High Street and were open to all discussions, ideas and recommendations. They had already been introduced to BID led Retail Group, consisting of the management from the shopping centres and larger stores, and had presented their vision. The scheduled BID Networking Event would also see them present to the wider business community.

Jeremy Seymour advised the Board that the objectives of the project were to create a building that was fit for purpose for occupiers, operators and tenants alike and deliver a contemporary, fun, connected, mixed-use building in the heart of the City Centre. Mark Williams outlined the challenges of the project, which included the building structure, size and current configuration, its construction type, conservation requirements, market conditions and cost constraints.

Timescales for the project would start with the submission of future development proposals to Sports Direct, the new owners of House of Fraser, with the planning application submitted to Hull City Council in early April 2019. A soft strip out of the building would begin shortly in preparation of planning approvals, which once received would enable the start of the major redevelopment.

The redevelopment of the building would mean that the lower and ground floor would remain as House of Fraser, with a drive to also push for additional space on the first floor as they flourish. The first floor would be given over to A1 and A3 restaurant and retail units, the second and third floors would be redeveloped as serviced apartment/hotel units and the fourth floor would be used as office units. Jeremy indicated that it was planned that the apartment/hotel phase would be completed by the end of September 2019 and final completion of the other units would run from September 2019 to February 2020.

The Board were shown two examples of what the completed refurbished exterior of the building may look like and Board members expressed their views on these and the plans for the mixed-use building. Additionally, the Board welcomed the planned investment as a positive move for the City Centre and formally endorsed their support for the project.

The Chair thanked Jeremy and Mark for their update and extended any support that HullBID could offer.

## **5. MANAGEMENT ACCOUNTS**

Five Month Management Accounts to 28<sup>th</sup> February 2019: The management accounts which had been enclosed with the Board pack were reviewed. Kathryn Shillito advised the Board that income from private – markets was pleasingly above budget due to additional income from the Christmas Market and the hire of HullBID's gazebos. Income from private – other was also above budget due to extra income from tickets sales for the HullBID Awards. The underspend in the radio/cctv budget was due to a new radios being ordered, but not yet accounted for and a new base station. The overspend in the communications budget was due to unexpected requirements for stationery and consumables.

Overall expenditure was in line with budget and in the five months to 28<sup>th</sup> February 2019 a surplus of £48,065 had been realised, which was slightly ahead of budget.

There being no further questions on the management accounts, they were approved.

## **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 Awards: The Black Tie awards ceremony had been held on Friday 22<sup>nd</sup> February 2019 at Hull Minister with 240 in attendance. Over 440 nominations had been received and the evening had been a huge success with the sponsors recording positive feedback. It was also pleasing that bigger organisations had taken part. Kathryn indicated that as the desire was to grow the event, consideration would be given to holding the 2020 HullBID Awards at the Bonus Arena.

Safety & Security: Issues with begging and anti-social behaviour continue, with more homeless moving into the City Centre and complaints are received from businesses on a daily basis. It was felt that the situation was reaching crisis point, with HullBID's Support Officers now having to wear stab vests. A meeting would be held on the 10<sup>th</sup> April with Humberside Police's new City Centre Inspector to discuss the provision of dedicated City Centre Constables.

The Board discussed the issues at length, with Cllr Hale agreeing to take the matter up with Hull City Council's Place Board and have a separate discussion with the Street Cleaning team regarding the "rinsing out" of doorways. Kathryn Shillito advised the Board that she had recently met with Richard Henderson of Queen's House on King Edward Street who were boarding up recessed doorways which previously had offered shelter.

She also highlighted that HullBID had, in the early years, allocated a proportion of funding to secure extra City Centre Policing but with a reduced levy income and a very tight budget, this was no longer possible. Cllr Hale also noted the increase in Humberside Police's precept and agreed to arrange a meeting with the Humberside Police and Crime Commissioner or Senior Uniformed Officers and invite Kathryn Shillito to attend.

Hull Street Food Nights: Having secured road closure confirmation this year's events would be held in Trinity Square and would incorporate Trinity Indoor Market and Hull Minster. A launch event had been held at the key sponsors' Lexington Bar on Thursday 21<sup>st</sup> March 2019, with the Hull Street Food Nights being held on the first Thursday of the month from April through to September, with the notable exception of Thursday 8<sup>th</sup> August, which would become the curtain-raiser for the two-day Yum! Food Festival around the Rose Bowl and in Queens Gardens.

YUM! Food Festival: This year's event would be held on Friday 9<sup>th</sup> and Saturday 10<sup>th</sup> August 2019 around the Rose Bowl and in Queen's Gardens. There would be over 75 stalls offering a variety of food and drink, a dedicated beer garden with live music and a childrens' area with free entertainment ranging from face painting to healthy cookery classes. HullBID were collaborating with Hull College's catering department to run cooking competitions and the event would also incorporate a Chef's demonstration stage.

City Wide Parking Group: Kathryn had met with key stakeholders and the group had agreed an offer of 3 hours car parking for £2 could be introduced. The offer would also be put to Hull City Council Portfolio holders for adoption at the Council's multi-storey car parks. It was noted that Apcoa Parking in Market Place were providing free parking after 10am on Saturdays and free all day Sunday.

Additionally, Kathryn updated the Board on a variety of meetings and visits that she had undertaken, including being invited by Danny Gough the Chairman of the Humber Landlords' Association to speak at one of their recent meetings. She spoke about the importance of a clean, safe and vibrant City Centre to attract investors and how HullBID worked as a conduit to link businesses together. She also attended the preview event of Hull Trains new high-tech fleet, which would be introduced to service later in 2019 following a £60million investment. A meeting took place with Katy Duke at The Deep to discuss security reviews whilst she attended the official opening of 'Thyme', the staff restaurant at Pepperells.

Kathryn reported on the results of the survey of a broad cross section of food and beverage businesses carried out by HullBID to establish whether activity at the Bonus Arena had had a positive impact on trade since the venue opened. She noted that businesses had reported an average increase in trade of between 20 and 40% which was encouraging.

Lucilla Bathust updated the Board on the recent Hull Young Professionals (HYP) networking lunch, which HullBID had funded and helped organise at the Britannia Royal Hotel. In attendance were 40 HYP members, along with invited students from both the University of Hull and Hull College, who heard from speakers from both HullBID and HYP about residing in the city and job prospects.

HullBID had also attended the launch of the East Yorkshire buses rebrand (previously EYMS); it was hoped that their Area Director, Ben Gilligan would speak at a future HullBID Board meeting.

Lucilla also noted that she was also continuing to focus on visiting levy payers.

City Marketing Campaign: Catherine Goble joined the Board meeting to update on activities. The Board were advised that HullBID, working in conjunction with VHEY would run a sustained marketing campaign promoting the city centre to visitors and reignite the interest of local residents by highlighting events, attractions and some of the hidden gems.

Capturing the imagination with the phrase “We know a place... discover all Hull has to offer”, the campaign would combine traditional and digital media, from branded buses, radio and newspaper advertising to online listings and social media. The Visit Hull website would be refreshed and Garry Taylor confirmed that it was now possible to update the website.

The buses and print adverts would target communities throughout East Yorkshire and South Bank of the Humber, and the campaign would also cover the areas closer to home including the student market and residents of Hull and the surrounding area, and is aimed at visitors within a 45-minute drive time.

Visit Hull were planning to publish a seasonal guide in April 2019 to showcase some of the City Centre attractions for the Spring and Summer and would follow up with another edition in October for Autumn and Winter.

In addition to the above, a welcome decorative panel would be installed at the City of Culture Volunteers’ Hub in Paragon Interchange and Garry Taylor added that Visit Hull brand advertising would be displayed at Leeds, Manchester, Birmingham and Doncaster train stations.

Other ideas to be further explored included the production of a “quirky” trail map, featuring food and drink businesses along the route.

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 a variety of issues including Hull City Council Cabinet’s approval for the next phase of public realm investment to cover Brook Street, Prospect Street and Bond Street; the submitted planning application for the Albion Square development with a decision expected within the next two weeks; the recommended approval of the Humber LEP’s small business grants, which would be largely focused around the Whitefriargate area along with Heritage Action Zone and funding for improvements to historic frontages along Whitefriargate. The major investment with Arco moving their headquarters to the Fruit Market was also noted.

Garry also advised the Board that Highways England’s work on the Princes Quay footbridge was on time and to schedule and that the Development Consent Order (DCO) for the A63 upgrades would be submitted later this year. Hull City Council were also pushing Highways England to provide a rapid response recovery service during the works.

A £4.5million funding bid had also been submitted which would be designated for use in the Old Town, in addition to the £15million bid for Heritage Lottery grant funding to support the Hull Yorkshire’s Maritime City project which would see sites developed across the Hull Maritime Museum, Dock Office Chambers on New Cross Street, the North End Shipyard on Dock Office Row and two historic vessels, the Arctic Corsair and Spurn Lightship as part of a total project of £27.4million which would ensure Hull’s maritime history was well preserved and promote its maritime heritage.

Garry Taylor also confirmed that Marks and Spencer would close their Whitefriargate premises on Saturday 4<sup>th</sup> May 2019 and noted that Boots were also closing their Whitefriargate store in May.

Hull City Council had engaged with local bus operators regarding late night operating and had been pushing Transport for the North (TfN) to run trains every 30 minutes to Leeds, with a longer term ambition to secure a direct service to Manchester Airport, which Cllr Hale advised had now been included in TfN's strategy. He had also pushed the rail freight agenda at the last TfN Board meeting.

In closing, Garry Taylor commented that conversations should be started now regarding Christmas 2019 and indicated that the Council had an additional £40k for Christmas activities.

**8. ANY OTHER BUSINESS**

There was no other business.

**9. DATE OF NEXT MEETING**

The date of the next Board meeting would be Tuesday 28<sup>th</sup> May 2019 at 10:00am.