

Present:

Jim Harris (in the Chair)	St. Stephens
Julie Buffey	Roisin Dubh
David Donkin	Wykeland
Victoria Jackson	Kingston Recruitment
Maria Kamper	Prospect Shopping Centre
Ian Kelly	Hull & Humber Chamber of Commerce
John Magee	Princes Quay
Tim Powell	Scotts Property LLP
Mike Rice	Hugh Rice Group
Kathryn Shillito	Hull City Centre BID

In attendance:

Paul Cartmell	Hull Daily Mail
Gary Clarke	Connexin
Sam Dennison	Hull & Humber Chamber of Commerce
Dan Harris	Bonus Arena
Paul Savage	Bonus Arena
Mark Smith	Connexin

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Daren Hale, Guy Falkingham, Garry Taylor, Phil Ascough, Gareth Botterill and Julian Hart.

2. BOARD MEMBERSHIP

The resignation of Nigel Dibb from the Hull City Centre (BID) Ltd Board, effective 15th April 2019 was noted.

3. MINUTES

The minutes of the Board meeting held on Tuesday 26th March 2019 were agreed as a true and correct record.

4. MATTERS ARISING

There were none.

5. CONNEXIN

Mark Smith, Business Development Director of Connexin presented on smart technologies and associated network – LoraWan. As well as giving the Board an insight to the technology and Connexin's current smart projects, Mark highlighted the opportunities for:-

- Smart Digital Marketing, awareness and retail sales campaigns – apps.
- Smart Parking utilisation, directions, payment, safety, promotions.
- Smart Retail footfall, trend analysis, market analysis.
- Smart Shopper instore mobile experiences, guidance, e-payments, offers.
- Smart retail logistics automated restock linked to traffic flow management.

and Connexin's smart technologies advantages:-

- Create easy navigation using digital signage and smartphone notifications.
- Push offers, deals, and discounts directly to visitor phones as they pass by shops.
- Send notifications with information when close to a landmark (museum, church, official buildings, etc).
- View public service announcements (floods, evacuation, etc).
- Provide travel guides.
- Update arrival times and delays of public transportation.

In closing, Mark Smith advised the Board that smart City retail investment gave the opportunity to promote an engaging retail and community experience to empower businesses to provide an environment that people wanted to travel to not just to shop but to eat drink and socialize, and added that smart technology presented a true, connected opportunity to attract even more visitors to invest in the great City of Hull.

The Chair thanked Mark for his informative presentation.

6. BONUS ARENA

Dan Harris, General Manager and Paul Savage, Head of Entertainment Sales and Marketing of the Bonus Arena updated the Board on activities at the Bonus Arena since its official opening show, Van Morrison on Thursday 30th August 2018. Prior to the official opening a number of open days had been held to show members of the public around the arena and its facilities. Three open days had been held, with four sessions per day and circa 90 members of the public had attended each session.

Additionally 150 people had attended the "Grand Flush" event to test out the arena's toilets and an audience of 1,400 had attended the first test event BBC Music Introducing with BBC Radio Humberside on Wednesday 25th July 2018, which had featured four local acts – La Bête Blooms, rapper Chiedu Oraka Official, Bud Sugar and indie band The Hubbards as the headline act. The second test event, The Best of 'Ull had been held on Friday 27th July 2018 and had showcased some of Hull's best comedy talent, with performances from Steve Rimmer, Lois Mills, Jack Gleadow, Gary Jennison, David Smith and a headline set from Angelos Epithemiou had attracted an audience of 750.

Paul Savage outlined the Bonus Arena's growth in social media with 36,846 likes on Facebook, reaching 12million people and 20million impressions, 6,959 followers on Twitter, reaching 6million people and 4.5million impressions and 6,311 followers in Instagram, reaching 260,000 people with 450,000 impressions.

Dan Harris reviewed the latest statistics for the Bonus Arena and highlighted that approximately 150,000 people had been through the doors so far, 100,000 tickets had been sold through TicketMaster alone, with 55% of ticket purchases coming via the mobile app. 57% of ticket purchasers were female, 75% of ticket purchases were from East Yorkshire, 10% of ticket purchases were from Lincolnshire, visitors from outside the UK were highest from Belgium and the average spend per transaction was £95.43.

The use of the Bonus Arena for large corporate conferences, exhibitions and trade tours was also noted along with rooms of smaller events and private receptions.

In closing, Dan Harris noted a number of high-profile upcoming events and performances.

The Chair thanked Dan and Paul for their update and the Board congratulated them on their achievements at the Bonus Arena so far.

7. MANAGEMENT ACCOUNTS

Seven Month Management Accounts to 30th April 2019: The management accounts which had been enclosed with the Board pack were reviewed. Kathryn Shillito advised the Board that the reconciliation payment from Hull City Council was expected to be £10,000 however an additional £9,000 was recouped. Income from private – other was also above budget due to extra income from sponsorship and tickets sales for the HullBID Awards.

The overspend in the radio/cctv budget was offset with a £10,000 grant from Hull City Council – it was also hoped that further grants of £10,000 in total would be secured from the Tribune Trust and Hull and East Riding Charitable Trust.

The underspend in the marketing and events budget was due awaiting invoices for the £20,000 spend on the city wide advertising campaign in conjunction with Hull City Council. Additionally savings had also been made in other areas, such as market stall repairs. Savings had been made in the evening economy budget due to the relocation of Hull Street Food Nights to Trinity Square, which required less infrastructure spend.

The overspend in the levy collections budget was due to late receipt of an invoice for the required IT upgrade.

Overall expenditure was in line with budget.

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

8. BID REPORTS

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

Policing & Anti-Social Behaviour: Following a meeting with the Humberside Police & Crime Commissioner, the Assistant Chief Constable, attended by the Leader and Deputy Leader of Hull City Council and the Assistant Director for Citysafe, there had been a slight increase in policing numbers. Inspector Hart had also held meetings with City centre traders from the Jameson Street, King Edward Street area. Additionally, he visited Jubilee Church on King Edward Street which was attracting groups of 20-30 people on Sundays congregating for breakfast and this was causing issues for the traders. A 3-day hub would be set up at The Crossings offering a one-stop shop for those seeking help with substances abuse, mental health and other issues. It was hoped that Inspector Hart would meet with the retailers' group again in August.

Hull Street Food Nights: The two events held in Trinity Square so far had attracted good attendance, despite some poor weather. The key sponsors were pleased with the events and Trinity Indoor Market were seeing increased footfall. This popularity has contributed to the market setting up their own 'Trinity Live' evenings each Thursday. Kathryn indicated that there was a discussion to be had with the BID Marketing Group regarding Hull Street Food Nights 2020 and whether another initiative could be introduced to support the evening economy.

YUM! Food Festival: This year's event would be held on Friday 9th and Saturday 10th August 2019 around the Rosebowl and in Queen's Gardens. The YUM! Food Festival was now in its 10th year. 3 sponsors had been secured so far and discussions were being held to secure an overall sponsor. There would be over 90 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 a Hull and East Riding Community Cook of the Year Challenge and the event would also incorporate a Chef's demonstration stage.

Humber Business Week: An 'Inspiring Women' Dinner would be held on Wednesday 5th June 2019 at the Holiday Inn Hull Marina. Speakers would be Michelle Swithenbank, Principal and Chief Executive of Hull College Group, Christina Colmer McHugh, co-founder and director of Moodbeam, and Katy Duke, Chief Executive of The Deep,

HullBID Awards: 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.

VHEY Event for Coach Operators: HullBID had taken a stand at the event to showcase its events, which had been attended by over 50 coach operators. Feedback from the operators had been positive, with comments on the cleanliness of the City Centre along with significantly less beggars than other major City Centres.

Marketing Group: Kathryn advised the Board that the marketing group would meet in August to explore ideas for marketing and events in 2020.

Christmas 2019: A meeting had been held with Garry Taylor and VHEY with regards to pooling funds for Christmas activities, with a number of initiatives being discussed.

Future High Streets Fund & Hull – Yorkshire’s Maritime City: HullBID had formally endorsed Hull City Council’s Future High Streets bid, which had now been submitted. The bid focussed predominantly on Whitefriargate. Kathryn also continued to meet monthly with Mark Jones/Garry Taylor at the Place Management Chairs’ meeting and represents the BID at the City-wide investors group.

iii) Humberside Police Report: In the absence of Inspector Julian Hart, no report was given.

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

9. HULL CITY COUNCIL CITY CENTRE REPORT

Due to the absence of Garry Taylor no report was given.

10. ANY OTHER BUSINESS

There was no other business.

11. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 30th July 2019 at 10:00am.