



**Present**

Victoria Jackson (in the Chair)	Kingston Recruitment
Ian Kelly	Chamber of Commerce
John Holmes	Hull Forward
Mike Killoran	Princes Quay
Steve Tradewell	True-Budget Accommodation
Kevin Priestley	Hull City Council
Jim Harris	St Stephens Shopping Centre

In attendance:

Ken Baldwin	Hull City Centre BID
Kathryn Shillito	Hull City Centre BID
Insp Lee Edwards	Humberside Police
Paul Hartley	Hull Daily Mail
Alison Oliver	Chamber of Commerce

**ACTION POINTS**

**1. Apologies for absence**

Apologies were received from Cllr Robinson, Steve Trynka, Janet Reuben, George Tambaros and Steve Allbones.

**2. Minutes**

The minutes of the meeting held on Tuesday 24<sup>th</sup> November were agreed as a true and correct record.

**3. Matters arising**

2018 World Cup Bid – John Holmes reported that Hull’s bid to host the games in the 2018 World Cup was unsuccessful, however positive feedback was given from FIFA and it was said that Hull was certainly a strong contender for the bid. The main reasons given for not being selected was the level of accommodation available, transport links and the commitment required from the public sector to carry out the compulsory upgrades required.

Big Screen – Kevin Priestley reported that the big screen would be gone by the end of January. The five year contract had come to an end and the screen was no longer viable to run.

Dine Week – Kathryn Shillito reported that feedback had now been received from Spirit Marketing, they reported, that generally they were disappointed with the Dine Week campaign as only 80 restaurants nationally participated and they felt the campaign had very little impact, as it had not been driven enough locally. It has been decided to continue with a dine week event however this will now be run by the BID. Further details will be reported back once this has been finalised.

**KS**

Crime statistics – The statistics were tabled. Kathryn Shillito reported that a press release was being written with Top Banana to highlight reducing crime figures. These are excellent news for Hull and it was agreed a press release would be a great idea. It was

commented that it would good to benchmark the statistics against national figures. Lee Edwards paid tribute to the partnership working with the Hull City Council's anti-social behaviour team whose work has helped reduce crime.

Sourcing of funding and grants – Kathryn Shillito tabled the report that was received from HEYCF following the last board meeting. The reported surmised that the BID needed to concentrate on small projects at this stage. The Chair requested that board members take time to read the report and any thoughts and comments would be appreciated.

South Street – The Chair reported that Ken Baldwin had held meetings to resolve this issue, and he had discovered the venues in the South Street vicinity did not hold licences for late opening and this had therefore ceased.

Santa Fun Run – Jim Harris reported that the run from St Stephens to Gemtec was a success and raised over £5,000 for Cash for Kids. It was likely this would be run again in 2010.

#### **4. Christmas Activities**

Ken Baldwin reported that the work carried out between the various partnerships had been instrumental in the success of the Christmas activities held across the city centre. The Elf campaign had been well received and created a feeling of fun. It was unfortunate the Elf express land train was not implemented however the open top bus did work well and carried a total of 2000 passengers. On the negative side the German market was a disappointment, and they did not deliver what they had promised. The stall did not offer enough variety and moving the market to another location half way through December caused issues. It was noted that the market also lacked excitement and music may have helped to add atmosphere however this was not allowed. The permission for playing music in the city would be investigated for the future. In summary, there are certainly lessons to be learned going forward and alternative ideas now need to be considered.

KS

#### **5. Finance**

Ian Kelly invited any comments or questions regarding the accounts. Jim Harris asked the question with regards to moving the financial year end date to align with the Council so that reporting the accounts would be easier. Ian Kelly explained that this was not feasible as it would cause significant issues for the Chamber and its accountable body role which had a different year end to the Council. A date was to be set for the BID Audit and Finance Committee.

IK

#### **6. Bid Manager's Report**

Ken Baldwin firstly reported that the new radio system was now live and the old system had been switched off. Mike Killoran informed the board that during the BID Retail meeting it had been reported that the Retail Crime Partnership following the closure of the radio system had approximately £14,000 left in its accounts and that this would be frozen. It was agreed that although it would be ideal to be able to have the ability to influence the use of this money, the BID was not in a position to impose any authority over the RCP and therefore any wishes to intervene would have to be taken forward by individual members of the RCP.

The footfall and crime statistics were tabled and Ken Baldwin reported that footfall had increased by 7.2% however there has been a major move from the east to the west side of the city, with St Stephens sharing a 31% of the total footfall. These movements needed to be addressed to regain a better balance. The Whitefriargate project was crucial to achieving this and John Holmes agreed to circulate the Whitefriargate report which has now been released.

JH

Ian Kelly highlighted that Whitefriargate was a top priority for the Chamber, and pressed the BID Board to highlight Whitefriargate as a key strategic priority. This was agreed.

Jim Harris commented on the footfall figures, saying footfall was just that and figures do not correlate to spend. St Stephens was committed to Hull and it will sink or swim on the strength of the city.

An outline of the marketing campaign for the year ahead was tabled. The proposals were discussed at the marketing meeting and it was agreed to focus on eight events in 2010. These events will now be drawn up in further detail.

## **7. Hull City Council City Centre Report**

Kevin Priestley reported back on several projects currently being completed across the city. Queen Victoria Square now has lighting on the statue and various buildings this contract has been given to Fairburns. It has been agreed that Saville Street will be opened out at the Queen Victoria Gardens end. It was questioned if the 'finger signs' would be renewed as these are out of the date. Kevin Priestley confirmed that these will be looked at but consultation was required to decide what changes will be made. The route has now been decided for the Jane Tomlinson run and a discussion now needs to take place with regards to the logistics of this event.

Mike Killoran raised the point that during the Blue Skies Day it was discussed that the new Council structure would soon be decided and that this information would be shared. This had still not been received. Kevin Priestley to discuss with Cllr John Robinson. **KP**

The Chair raised the importance of ensuring a representative from the Council was present at every Board meeting, as Cllr John Robinson was unable to attend the previous two meetings.

## **8. Any Other Business**

The Chair requested contact information from all the Directors be sent to Alison Oliver to ensure it was up to date. **ALL**

A discussion was held with regards to the levy payers database and gaining information from the Council with regards to changes to businesses within the levy paying district. There was some confusion over the access into this database. Kevin Priestley explained that the database existed as part of the Council's mainframe and therefore was not openly accessible to the BID. Kevin Priestley explained that it was difficult to pass over information under the Data Protection Act however he agreed that he was happy to attend a meeting to discuss this issue further. **KS/KP**

Ian Kelly briefly explained the process of the BID re-ballot for the benefit of Lee Edwards.

## **9. Date of Next Meeting**

The next meeting would be at 10:00am on Tuesday 16<sup>th</sup> March at 34-38 Beverley Road, Hull.