

Present

Victoria Jackson (in the Chair)	Kingston Recruitment
Ian Kelly	Chamber of Commerce
Peter Barber	Prospect Centre
George Tambaros	The Omelette Restaurant
Kevin Priestley	Hull City Council
Jim Harris	St Stephens Shopping Centre
Cheryl Kitching	Marks & Spencer
Cllr John Robinson	Hull City Council
Paul Gregory	Leonardo's
Mike Killoran	Princes Quay

In attendance:

Richard Duxbury	Mail News and Media
Kathryn Shillito	Hull City Centre BID
Jennifer Marshall	Hull City Centre BID
Insp Lee Edwards	Humberside Police
Sgt Steve Lamb	Humberside Police
Jon Pywell	Hull City Council
Nick Pontone (Company Secretary)	Chamber of Commerce
Madeleine Childs	Chamber of Commerce

**ACTION
POINTS**

1. Welcome and apologies for absence

The Chair welcomed Cheryl Kitching to her first Board meeting as a new director of the BID. She also welcomed Sgt Steve Lamb who was now working in the Riverside Neighbourhood Policing Team. Introductions were made around the table.

Apologies were received from Steve Trynka, Steve Tradewell and Janet Reuben.

2. Minutes

It was noted that under item 5 on page 2 of the previous minutes, it was said that the BID renewal ballot had been moved from March 2011 to October 2011, not 2010 as recorded in the draft minutes.

With this amendment noted, the minutes of the meeting held on Tuesday 28th September 2010 were agreed as a true and correct record.

3. Matters arising

Council re-structure – Kevin Priestley reported that he had emailed the Chair to advise her that the main point of contact for the BID and business community would be Mark Jones rather than the Council's new Corporate Director for Regeneration, Pauline Davies. The Chair reported that she would be scheduling a meeting with Mark Jones in the New Year.

Charity fundraising – Kevin Priestley reported that he had explored the possibility of the Council adopting a bye-law to regulate professional charity fundraising teams operating in the city centre. He highlighted that the Government was trying to cut back on local bye laws and some national legislation was required before anything further could be

introduced by the Council. The matter could be considered at a later stage if this legislation was passed.

River Hull footbridge – it was reported that the new footbridge across the River Hull would be completed in February 2011.

Bondholder scheme – Kathryn Shillito reported that she had written to Jim Dick to express an interest in the new Bondholders Advisory Board. A reply had now been received indicating that the BID was not eligible for the Advisory Board as it was not a bondholder. Kathryn Shillito said she would explore other ways to link in with the bondholders to help promote the city.

KS

BID Directors – Kathryn Shillito reported that the press release regarding the appointment of Paul Gregory and Cheryl Kitching as new Board directors would go in the next newsletter and be circulated to local press contacts.

BID Renewal Ballot – Kathryn Shillito reported that the renewal ballot would be held on 8th September 2011. This would ensure that a decision on the future of the BID would be made before the start of the next financial year beginning 1 October 2011. Kathryn Shillito had prepared the briefing note for directors on the BID's key messages and achievements and copies were available at the meeting and would be circulated with the minutes.

NP

Hull Forward funding – Kevin Priestley reported that the Council's revised capital programme, which included some of Hull Forward's contribution to the BID, would go to the Council on 28th November 2010. The funding for two BID projects was on a list with many other schemes which were at risk from cuts to the capital programme. The Chair said she would inform the Board of the outcome when it was known.

VJ

4. BID Marketing

Kathryn Shillito and Jennifer Marshall gave a presentation on the new BID website. Eskimo Soup were designing the site which was expected to go live on 1 December 2010.

Jennifer Marshall reported that the new site was designed to be clearer and easier to navigate. The site was structured around the five key BID priorities to demonstrate the activities and achievements of the BID. The site would include an up to date directory of levy payers and more opportunities to promote BID city centre businesses.

Cllr Robinson asked if the BID had incorporated the best ideas from similar websites across the country. Jennifer Marshall confirmed that she had extensively researched other sites and reflected best practice in the new design and content. It was also intended that the new site would attract more visitors than the current site and these statistics would be monitored by the BID team. The new site had a content management system so the BID team themselves could update it on a regular basis. Insp Edwards asked whether it would be possible to add a link from the safety and security section to the relevant Humberside Police pages and it was agreed this could be done.

JM

The Board asked how the news or advertisements featured on the site of city centre businesses would be managed to ensure it was fair to all levy payers. It was noted that the Eat Drink Enjoy site could be utilised for a restaurants and bars.

The Chair asked Board members to make any further suggestions and ideas for the site directly to Jennifer Marshall.

All

5. Finance

The end of year management accounts to 30 September 2010 were noted.

Kathryn Shillito reviewed the key variances from the budget for the year. It was noted that some of the variances were due to the allocation of activities under certain budget lines e.g. the Eat Drink Enjoy website came under marketing, although this supported the evening economy, which impacted on their respective profiles. Staffing costs had been lower than budgeted but levy collection costs were higher than anticipated because payments to Hull CC had been restructured-

Higher sundries were legal expenses.

Kathryn Shillito indicated that a draft budget had now been prepared which took account of a number of issues for the coming year including potential legal costs. The surplus made this year was important for the BIDs cashflow and any use of any reserves if the second BID was not approved would be a matter for the Board.

Mike Killoran asked when the Board would have the opportunity to consider the Budget for 2010-11. Ian Kelly reported that the budgets were now being prepared following receipt of the end of year management accounts and would come to the next board meeting, which was the same timetable as in previous years.

It was agreed that the draft Budget and Business Plan for 2010/11 would be circulated to the Board within the next week and it would be on the agenda for the next Board meeting. **IK**

The Chair reported that there was a vacancy on the Audit and Finance Committee and any directors interested in joining the Committee should contact Ian Kelly. George Tambaros indicated an interest. **All**

6. Bid Managers Report

Kathryn Shillito tabled a report which included the latest crime statistics for Hull city centre, footfall data and the press log.

She reported on a number of issues including the feedback from Dine Week and the Comedy Festival. It was confirmed that the BID evaluated all of the events in which they invested funding. It was agreed that the new website should be used to give businesses an opportunity to feedback on events. **KS**

Insp Lee Edwards reported that the Police Authority had set a stretching target for reducing shop theft by 20% across the city this year and that whilst the target was not currently on track to be met in full, shop theft in the BID area had fallen faster than elsewhere in Hull. He also reported that Operation Yuletide would put circa 4,000 extra policing hours into visible and covert patrols in the city centre.

Mike Killoran highlighted a possible discrepancy in the footfall counter readings from the Brook Street / Prospect Street cameras. Jennifer Marshall reported that the BID team had alerted their contractors and would chase them up to resolve the issue. **JM**

In response to feedback from a number of levy-payers in the 'old town' area of the city centre, Kathryn Shillito proposed re-introducing a BID Ambassador for the area. The position would work with businesses in the area in a customer facing role on a range of issues. A structured series of company visits and a BID presence in the area would help offer a service to levy payers. The Board agreed to support this concept with a view to introducing it in the New Year. **KS**

Jim Harris updated the Board on plans for Christmas. It was reported that the Christmas light switch on had been successful and that some resources from the Bondholder scheme would help promote Festive Thursday's. National Elf Day was scheduled for 11 December. The BID had worked with transport operators EYMS and Stagecoach to ensure services on Boxing Day and New Years Day to bring people into the city centre. Jon Pywell thanked the BID for the positive role it had played working with the Council and other partners to promote Christmas activities.

7. Hull City Council City Centre Report

Kevin Priestley reported that Hull Forward had closed at the end of September 2010 and a number of its projects had been incorporated into the Council. The new River Hull footbridge would be completed in February 2011 and the Council would be carrying out some public realm improvements on Scale Lane Snaith and a footpath from The Deep, subject to funding. An operator would be sought for the café space on the new bridge, although the Yorkshire Forward funding for first phase fit out costs had been cut. The Board asked what the position was regarding future use of Yorkshire Forward owned land on the east bank of the River Hull near the new footbridge. **KP**

The Chair asked Kevin Priestley to investigate the position with regards to the future use of this land.

Kevin Priestley also reported on the new internal processes for bidding into the Council's capital programme; the intention to do some further work on Princes Dock Side to support the evening economy activity next summer; and the relocation of the World Trade Centre from Humber Quays.

8. Any Other Business

Role of BID directors – George Tambaros asked whether there was a role description for BID directors. It was agreed to circulate a copy to all Board members. **IK**

Paul Gregory asked whether the BID management team required any further support to meet its busy workload. Kathryn Shillito said that the team were very busy but she recommended that BID levies would be better allocated to other activities more directly related to the five key priorities.

The Chair noted the resignation of Nick Pontone as Company Secretary. The Chair thanked him for his hard work over the years and wished him well in the future.

The Chair asked the Board whether they would prefer to switch to a monthly schedule of Board meetings. A vote was taken and it was agreed that the Board would meet monthly for one and half hours on a trial basis. A new schedule of dates for 2011 would be prepared and issued.

9. Date of Next Meeting

The next meeting would be held on Tuesday 18th January 2011 at 10.00am at 34-38 Beverley Road, Hull.