



**Present**

|                                 |                             |
|---------------------------------|-----------------------------|
| Victoria Jackson (in the Chair) | Kingston Recruitment        |
| Steve Tradewell                 | True Budget Accommodation   |
| Ian Kelly                       | Chamber of Commerce         |
| John Holmes                     | Hull Forward                |
| George Tambaros                 | The Omelette Restaurant     |
| Kevin Priestley                 | Hull City Council           |
| Jim Harris                      | St Stephens Shopping Centre |
| Steve Allbones                  | KCOM                        |
| Cllr John Robinson              | Hull City Council           |

In attendance:

|                  |                           |
|------------------|---------------------------|
| Kathryn Shillito | Hull City Centre BID      |
| Steve Warran     | SJW Accountants / Chamber |
| Janet Reuben     | VHEY                      |
| Anja Hazebroek   | Hull Forward              |
| Insp Lee Edwards | Humberside Police         |
| Alison Oliver    | Chamber of Commerce       |

**ACTION  
POINTS**

**1. Apologies for absence**

Apologies were received from Richard Duxbury, Steve Trynka, Peter Barber, Mike Killoran.

**2. Minutes**

The minutes of the meeting held on Tuesday 16<sup>th</sup> March 2010 were agreed as a true and correct record.

**3. Matters arising**

Sourcing of funding and grants – A follow up meeting with the Hull & East Yorkshire Community Foundation had taken place and Kathryn Shillito was awaiting their feedback on opportunities still under consideration.

Council re-structure – Kevin Priestley reported that the Council had recruited three new corporate directors, which were now in place. It was requested that their names be reported to the Board and it be arranged for the Regeneration Director to come and meet with the BID Board, this was agreed.

Federation of Small Businesses – Ian Kelly summarised the outcome of the meeting held with the FSB, where it had been agreed an additional Director from the small business sector would be allowed to join the BID Board, but reiterated that obviously any appointment of a new Director would ultimately have to be agreed by the Board.

Larkin – John Holmes reported that additional funding had been granted for the Larkin project and Hull Forward will be managing this. VHEY will also be involved and have been working on a programme to reflect the enduring nature of Larkin which will involve a visitors trail.

#### **4. Presentation of Whitefriargate / Trinity / Princes Quay**

Anja Hazebroek gave a presentation to update the Board on the activities in the Whitefriargate, Trinity Square and Princes Quay areas.

Research had been completed with both operators and consumers and had highlighted the key areas for the project to help increase footfall and improve the evening economy after 5pm. It had been decided that work would initially be focussed in the Princes Dock Street area. A programme of events would be running from June to September to include high quality entertainment in the evening with focus for activity being placed on a Wednesday night.

The food festival, Clipper and the Freedom Festival would also be incorporated into the activities. A website [www.eatdrinkenjoy.co.uk](http://www.eatdrinkenjoy.co.uk) will be launched to act as a central point of reference as a 'what's on' guide in the city, also featuring offers, promotions and vouchers from the restaurants and bars. A public arts project will be running across the Trinity quarter and Whitefriargate to include banners depicting the local area.

Ian Kelly indicated that the lighting of Trinity Church was an important step in driving the evening economy in that area. It was also highlighted that for the activities to work the restaurants and bars must also make a commitment to the same opening hours in order to provide a level of consistency.

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#### **6. Finance**

The management accounts were noted.

#### **7. BID Renewal Issues**

The Chair indicated that two key decisions were required regarding the BID 2 ballot. Firstly was raising the levy threshold from £1,000 to £5,000 as per Proposal one in the previous presentation. Secondly, to agree the election day of Thursday 10<sup>th</sup> March 2011.

One suggestion was made that a reduction in the number of businesses paying the BID levy could have an adverse effect on the level of support received. This point was noted and would be taken into consideration at the next BID campaign meeting, where a final decision on the levels of hereditaments would be made.

The reasons for the election date being set for 10<sup>th</sup> March was given as the timing of invoices being sent to levy payers to avoid additional costs and that in any situation of losing the next BID ballot this would allow for a reasonable time to settle any affairs before activities ceased. This date was agreed.

#### **8. Bid Managers Report**

Kathryn Shillito updated the Board on BID activities. The recent Fashion Week had been very successful, with lots of positive feedback from retailers involved. Footfall had increased by 20,000 which was a little disappointing but acceptable for the first year.

The YUM Food festival will be run for 3 days in July and Fred Marketing had been appointed to work on this.

Kathryn Shillito was visiting businesses as part of a weekly routine to improve communications. Work had also begun with the BID support officers on their day to day activity producing an accountability worksheet to more effectively monitor their activity.

The press log and footfall figures were tabled.

A questionnaire would be produced to send out to levy payers to gain an understanding of current levy payers objectives and gauge if they have altered from the when BID 1 was formed.

**9. Hull City Council City Centre Report**

It was reported that the LIFT building on Albion Square was reported as progressing well and the replacement lights in Victoria Square were nearly finished. The planning application for Savile Street was still ongoing but was very close to now being approved. The River Hull footbridge was due to open in November / December 2010.

The Chair thanked Councillor John Robinson for his commitment to attend all BID Board meetings for the remainder of 2010.

**10. Any Other Business**

There was no other business.

**11. Date of Next Meeting**

The next meeting would be at 10:00am on Tuesday 20<sup>th</sup> July at 34-38 Beverley Road, Hull.