

MINUTES

PRIVATE AND CONFIDENTIAL

Present:

Victoria Jackson (in the Chair)
Julie Buffey
Kathryn Shillito
Garry Taylor

Kingston Recruitment
Roisin Dubh
Hull City Centre BID
Hull City Council

In attendance:

Phil Ascough
Lucilla Bathurst
Sam Dennison

Ascough Associates
Hull City Centre BID
Hull & Humber Chamber of Commerce

1. APOLOGIES FOR ABSENCE

Apologies were received from David Donkin, Guy Falkingham, Jim Harris, Maria Kamper, Ian Kelly, John Magee, Tim Powell, Mike Rice, Gareth Botterill and Paul Cartmell.

2. MINUTES

The minutes of the Board meeting held on Tuesday 30th July 2019 were agreed as a true and correct record.

3. MATTERS ARISING

There were none.

4. HULL COLLEGE

Due to low attendance it had been agreed that Michelle Swithenbank, Principal and Chief Executive, Hull College Group would attend the next HullBID Board meeting to update the College's development at the start of the new academic year.

5. MANAGEMENT ACCOUNTS

Eleven Month Management Accounts to 31st August 2019: The management accounts were tabled and reviewed. Kathryn Shillito advised the Board that the levy income was £9,000 above budget due to a higher than expected reconciliation payment from Hull City Council. This would be offset against the deficit in the radio/CCTV budget and it was noted that a further £10,000 grant had been received from the Hull City Council Leader's budget. This, along with a further £5,000 loan from the Chamber Acorn Fund had enabled HullBID to completely replace the old analogue radio system with a new digital system.

The underspend in the marketing and events budget was due late invoices coming in, however the budget should realign at the end of the financial year.

The communications budget was slightly overspent due to extra costs to purchase toner cartridges.

The overspend in the footfall counters budget was due to the relocation of the Whitefriargate camera from Marks and Spencer to Sterling Meat Co.

The overspend in the levy collections budget was due to late receipt of an invoice from Hull City Council for the required IT upgrade. Garry Taylor indicated that internal dialogue as being held within Hull City Council regarding levy collections. Kathryn Shillito noted that Hull City Council had confirmed that they would pay more levy money over in advance and also highlighted that some of the larger hereditaments, such as the DoubleTree by Hilton and premises on Humber Street were now coming onto charge.

Overall expenditure was in line with budget.

6. BID REPORTS

i) Manager's Report: Kathryn Shillito updated the Board on recent activity, including:-

Budget: Work on forecasting was being undertaken now and budgets would be finalised in the middle of October. Indicative income figures were slightly more optimistic at circa £380k.

Business Plan: Work was underway on the business plan, which would include two new initiatives; the HullBID Exchange and Dine Wednesdays. Garry Taylor advised the Board that consideration was being given to changing Trinity Market's late night from a Friday to a Wednesday and suggested that this could be tied in with the Dine Wednesdays initiative.

Ballot 2021 & Website: In preparation for the 2021 ballot, Kathryn advised the Board that the Ballot group would be reconvened. Additionally, it was felt that there was a need to refresh the HullBID website well in advance of the ballot and "go back to basics" focusing on the core objectives of cleaning, security, events and communication, along with the refreshed website being mobile and tablet compatible. The Board were presented with the website of Southend BID as an example. Board members agreed unanimously that the HullBID website should be refreshed accordingly at a cost of circa £5,500, with an anticipated launch date of early 2020.

Sponsorships: Kathryn advised the Board that an increased focus was being placed on securing sponsorships, with K2 secured as overall sponsor in addition to category sponsors for the HullBID Awards in 2020. A meeting would be held soon with the DoubleTree by Hilton regarding sponsorship of Hull Street Food Nights 2020 and additional interest had been shown by Pendragon and Iguana Developments.

BeYOUty: The event would be held on Saturday 28th September 2019, in association with the Bonus Arena (the venue for the event), Princes Quay and Viking FM. 31 individual businesses would be exhibiting and circa 1,300 tickets had already been issued for the free to attend event.

Seniors Snooker Championship: HullBID would support the Bonus Arena with resourcing for the 2020 event. Garry Taylor noted that Hull City Council had committed £10,000 for City Centre activation for the event.

Christmas 2019: Working in partnership with Hull City Council and VHEY, HullBID had committed £10,000 to provide two large static illuminated 'gingerbread houses' in King Edward Street as it was felt the theme was not contentious. Images were tabled for the Board information and it was agreed the initiative was a good investment for the city centre. The Christmas lights switch-on would be held on Thursday 14th November 2019 and the Princes Quay Santa's Parade would be held on Sunday 17th November 2019. Garry Taylor advised the Board that Hull City Council had committed £120,000 for Christmas lights which would be displayed in every street within the City Centre. Julie Buffey noted that Hepworth's Arcade was not included.

Policing & Anti-Social Behaviour: Monthly meetings with Chief Superintendent Darren Downs, North Bank Divisional Commander for Humberside Police and HullBID's Retail Security Group continued. Humberside Police would be placing a "pod" station outside the Albion Square development on King Edward Street in a bid to curb drug-dealing/taking and other anti-social behaviour issues.

Lucilla Bathurst gave a brief overview of the DISC scheme, noting that HullBID would be working in partnership with Humberside Police and Hull City Council's Anti-Social Behaviour Team to ensure that the DISC scheme was up to date and efficient.

The scheme was an app and desk-top based crime reporting system which would help City Centre businesses self-manage low-level crime and anti-social behaviour within the City Centre. Users of DISC would log-in with a PIN and would be able to access details of persons of interest and prolific offenders and send incident reports, crime reports and intelligence reports directly to the Police 101 system. DISC would also allow users to exchange urgent information with each other. Lucilla noted that the DISC scheme was fully GDPR compliant, with users signing up to the necessary GDPR paperwork. Additionally, users would not be able to share information with non-users or print from the app or desk-top.

House of Fraser Building: Kathryn Shillito advised the Board that she continued to meet with representatives from JS Land and Capital. Work on re-purposing and re-developing was continuing and externally imagery had now been installed. There would be an "Artisan Market" Food Hall on the ground floor, with the basement being given over to independent retailers. The first floor would be for leisure use, with the second and third floors accommodating office space.

HullBID Business Networking Event: The next event would be held on Friday 27th September 2019 at the DoubleTree by Hilton who would be co-sponsoring the event. Confirmed speakers were Jenny Howard-Coombes from Freedom Festival Trust, Lee Corner, Chair of Absolutely Cultured and Chief Superintendent Darren Downs with a brief update from Highways England.

Lucilla Bathurst advised the Board that the Springboard vacancy rate survey was due to be carried out in October 2019, but noted that the previous survey showed that the empty units count had ticked down very slightly from 14.5% to 14.3% which was in line with the regional figures for the North and Yorkshire for July.

Lucilla also reported that footfall figures were showing a steady rise with a +1.2% change in the last 52 weeks. Year to date footfall was up +0.7%, which compared to a -2.1% decrease year to date for the North and Yorkshire and a -1.5% decrease for the UK overall.

- ii) Humberside Police Report: In the absence of Inspector Julian Hart, no report was given.
- 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, Assistant Director, Major Projects and Place advised the Board that the new Visit Hull website would go live on Thursday 26th September 2019 and it included information regarding what was on, things to do, places to stay, places to dine and drink and things to discover. He noted that the website also linked to the Invest Hull website.

Feedback from attendance at Revo the previous week had been positive, with a number of retailers, developers and investors showing interest in Whitefriargate and the Albion Square development.

Additionally, Garry updated the Board on a variety of issues including the Albion Square mixed-use development. Following the appointment of a contractor for the £120million scheme the residential element is being developed first, followed by the second phase ice arena and car park, with the third and final phase of the development being retail and food and beverage.

The outcome of the bid to the National Lottery Heritage Fund for a £13.6million grant for heritage-led regeneration through the Hull: Yorkshire's Maritime City project was expected during the first week of October 2019. Hull City Council had committed £10million of match funding to the project, along with a further £4.2million for the redevelopment of Queens Gardens.

Contractors would commence work within the next few weeks on the third phase of the public realm improvements to Brook Street and Prospect Street and improve links with St. Stephens, the Prospect Centre and the Albion Square development. It was anticipated that completion will be Summer 2020.

On the Cruise Terminal, Garry advised the Board that Hull City Council was in procurement for a commercial partner/operator and had also appointed independent environmental experts to assess the impact of the proposal Cruise Terminal on The Deep.

Garry Taylor highlighted that having secured £1.75million from Historic England, a grant scheme would be available to provide grants to businesses, property owners and investors to improve building frontages, bring unused floor space back into use and facilitate new business start-ups or businesses with expansion proposals in Whitefriargate.

Additionally, having received £295,000 to develop its second stage bid for capital investment from the Government's Future High Streets fund, Hull City Council had been asked to pare back their ask from £22million to £12million.

In closing, Garry Taylor indicated that consideration was been given to reshaping his team, locating them all in the same place and the appointment of a new City Centre Officer.

8. ANY OTHER BUSINESS

Julie Buffey advised the Board that having secured a small amount of funding a low key Victorian Christmas event would be held on Saturday 7th December 2019 in Trinity Square.

9. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 26th November 2019, 10:00am at the Chamber's offices, 34-38 Beverley Road, Hull.