

## PRESENT - BOARD

Victoria Jackson (in the Chair)  
Steve Allbones  
Steven Bayes  
Jon Pywell  
Lee Edwards  
Steve Tradewell  
Janet Reuben  
Richard Duxbury  
Paul Gregory  
Ian Kelly

Kingston Recruitment  
KC  
Hull City Council  
Hull City Council  
Humberside Police  
True Budget Accommodation  
VHEY  
Mail News and Media  
Leonardo's  
Chamber of Commerce

### In attendance:

Kathryn Shillito  
Phil Ascough  
Madeleine Childs

Hull City Centre BID  
XD Network  
Chamber of Commerce

## ACTION POINTS

### 1. APOLOGIES FOR ABSENCE

Apologies were received from Jim Harris and George Tambaros.

### 2. MINUTES

The minutes of the meeting held on 20<sup>th</sup> May 2011 were agreed as a true and correct record.

### 3. MATTERS ARISING

Victoria Jackson welcomed Cllr. Steven Bayes to the Board.

Victoria Jackson informed the Board that Peter Barber had tendered his resignation to the Board due to relocation. Victoria Jackson thanked Peter Barber for all his hard work over the past 18 months and wished him well for the future.

Meeting with Hull City Council portfolio holders – Kathryn Shillito informed the Board that a meeting had taken place between herself, Jon Pywell, Rilba Jones, Malcolm Mancey and the Lord Mayor Cllr Colin Inglis. Kathryn Shillito reported that the meeting had been a good opportunity to tell the new Hull City Council administration about the BID's good works in the city whilst answering the questions they had.

Purple Flag Accreditation - Kathryn Shillito reported to the Board that the application for Purple Flag Accreditation was progressing although it was a lengthy process. The results of whether or not accreditation would be granted would be announced in 2013.

Private sector investment and leverage- Kathryn Shillito reported to the Board that it was difficult to give a definite figure but a conservative sum of just over £1 million which included input from Yorkshire Forward and other private sector contributions including services in kind had been included.

Holy Trinity Church Lighting – Kathryn Shillito informed the Board that she had finally made contact with Hull City Council's contractor KWL and fuse boxes for the lighting where due to go in, in the next week.

Kathryn Shillito also informed the Board that Holy Trinity Church had a new vicar who would be community based.

Anti social behaviour and beggars in the city – Kathryn Shillito reported to the Board that a crack down on anti-social behaviour and vagrants and beggars had been put in place and that a reduced number seemed to be appearing in the city.

Lee Edwards commented that tackling beggars and anti social behaviour was a 'work in progress' but progress was being made.

#### **4. PRESENTATION ON BID RENEWAL**

Phil Ascough presented to the Board the latest developments for the second ballot campaign. Phil Ascough informed the Board that the recent refresher training with British BID's had resulted in a small rethink with regards to the campaign brochure, which would now be 20 pages in length. Including pages on: BID's achievements over the last 5 years, background to BID, safety and security, the evening economy, marketing and events, access and signage, other projects, the Hull BID promise, revenue and spending, Hull BID team, Hull BID Board, how the levy works, what happens next and "Vote Yes".

The Board discussed around the table other campaign ideas that could be used in the run up to the second ballot. These included a single page flyer illustrating Hull BID's significant achievements over the last five years.

The campaign brochure would also be available in a downloadable electronic version.

Phil Ascough went on to inform the Board of the recent media coverage BID had received. There had been strong media interest especially from the Hull Daily Mail and The Yorkshire Post. Phil Ascough outlined the media campaign that would be in operation in the lead up to the second ballot which included drip feeding press releases on up and coming BID events such as: Dine Week and the YUM! Food Festival. It was hoped this would help guard against any media backlash.

Phil Ascough reported to the Board that there had been a minor amount of Hull BID opposition which had been in the form of a video campaign. It was hoped the above campaign strategy would help detract any unwelcome opposition.

Phil Ascough informed the Board that the Hull BID campaign launch would be held at the Hull Truck Theatre on Tuesday 26<sup>th</sup> July 2011, at 5:30pm. It would be an informal event with music and light refreshments. It would be a key opportunity to promote the positives of BID and distribute the campaign brochure. The guest list was currently in hand.

Kathryn Shillito stated that the whole BID team had a positive outlook on the campaign.

## **5. FINANCE**

The 7 month management accounts to 31<sup>st</sup> May 2011 were noted.

Kathryn Shillito stated that business and financial plans would be drafted in preparation for life after the second ballot.

## **6. BID MANAGER'S REPORT**

Kathryn Shillito reported the combined YUM! Food and Jazz festivals were set to take place from the 28<sup>th</sup> July. The festivals would see Michelin starred local chefs giving demonstrations, a continental market and children's play area take pride of place in Hull City centre. Kathryn Shillito also commented that there had been press interest in the festivals and press releases would soon be produced.

Kathryn Shillito also reported that Hull BID had continued to provide support with the Hull University Graduation ceremonies including: Freeing up Hull BID staff to distribute maps and providing funding to increase presence of PCSO's and Hull BID Support Officers.

Kathryn Shillito informed the Board of the up and coming Comedy Festival that would be combined with Dine week. Kathryn Shillito commented that although the Comedy week and Dine week would be held in conjunction with each other they would be marketed and branded separately.

Kathryn Shillito informed the Board that plans for a music festival in Trinity Square had started to take shape with after a meeting with venue managers. BID venues would pay for the festival with BID providing support.

Press Log - Noted.

## **7. HULL CITY COUNCIL CITY CENTRE REPORT**

Jon Pywell reported that due to the local elections on the 6 May there had been significant changes to the administration and leadership in Hull City Council, thus this was quite a period of readjustment.

Jon Pywell indicated that a bid for the Rugby World Cup sub region had been put in. Jon Pywell also indicated that the new portfolio holders for leisure and culture at Hull City Council had a big vision for Hull's future and hopefully this would support and aid the BID in its vision for Hull.

## **8. ANY OTHER BUSINESS**

Kathryn Shillito informed the Board that John Haeks one of Hull BID's Support Officers had, due to health problems taken immediate retirement. Kathryn Shillito also informed the Board that due to John's retirement she was interviewing for a new ambassador who could start immediately, although their contract would only run to September to coincide with the BID renewal ballot.

Kathryn Shillito also informed the Board that Phil Overfield, the Support Officer continued to be on long term sick although he was providing administrative support in the run up to the second ballot.

Janet Reuben indicated that she had been impressed with the swiftness of the removal of rubbish from Hull Train Station and congratulated the Hull BID team for providing such an efficient service.

Lee Edwards commented on recent crime figures, particularly highlighting 96 alcohol

seizures and 32 fixed penalties. Lee Edwards also commented that several high profile arrests had also taken place.

Janet Reuben updated the Board on the Freedom Festival. Janet indicated that this year's festival would have a slightly different feel with ticketed events and no big Viking stage. Instead focusing on the original idea behind the Freedom festival with a freedom of speech debate planned and a heavier focus on families and young people.

**9. DATE OF NEXT MEETING:**

The date of the next meeting will be on 27<sup>th</sup> September 2011, 10am, Chamber of Commerce.