

PRESENT - BOARD

Victoria Jackson (in the Chair)
Janet Reuben
Richard Duxbury
Ian Kelly

Kingston Recruitment
VHEY
Mail News and Media
Chamber of Commerce

In attendance:

Kathryn Shillito
Phil Ascough
Iris Trusca

Hull City Centre BID
XD Network
Chamber of Commerce

ACTION POINTS

1. APOLOGIES FOR ABSENCE

Apologies were received from Cheryl Kitching, George Tambaros, Jim Harris, Jon Pywell, Lee Edwards, Paul Gregory, Steve Allbones and Steve Trynka.

2. MINUTES

On page 1 of the minutes it was noted that Janet Reuben was in fact in attendance at the previous meeting and not as a board member. The remainder of the minutes of the meeting held on 12th July 2011 was agreed as a true and correct record.

3. MATTERS ARISING

Holy Trinity Church Lighting - Kathryn Shillito informed the Board that the steps needed had been made and it was just going to take some time.

BID Manager's Report - Kathryn Shillito reported that feedback had been good, with a footfall of 28,300 and 57% engagement.

Freedom Festival - Kathryn Shillito indicated that the absence of Peter Andre and JLS may have caused a lower footfall at the Festival but, overall, a total of 70-75,000 people attended. It was ideal for young children and families. It was also noted that there was a misunderstanding as to who was paying for the stars to attend. It was in fact Viking FM who brought them in thanks to existing contracts. Overall, it enjoyed a very relaxing atmosphere

4. BID RENEWAL CAMPAIGN

Kathryn Shillito updated on the status of the BID Renewal Campaign. She indicated that figures were looking very helpful. Due to an error the first ballot was halted, and a second ballot had to be initiated. Explaining the new timeline to businesses had been well-received. The new ballot date was 24th October with the results to be out on the 25th. The feedback from the campaigning was encouraging. Duncan Fennick was currently calling head offices.

Phil Ascough indicated that nobody had blamed BID for the error that resulted in the need for a second ballot. The main focus had been campaigning, with the advantage of having been able to use certain events such as the Yum! Food and Jazz festivals to further promote the campaign. Cllr Steven Bayes said the Council would cover the costs of the second ballot. The brochure was deemed as having been very good. The Mail had done a very good piece on Mr. Hunter. Dave Green who had claimed to be able to replace BID at no cost was getting a lot of coverage and inflicting damage. The response from BID had been more proactive, with no time lost on defending what were thought to be ridiculous and baseless claims. With less than four weeks to go, the aim was to get good material in the media and adopt a positive stance. The intended message of the campaign was that the first vote of the businesses counted. New brochures had been sent to businesses who hadn't received one the first time. Also focused on countering misconceptions, such as the idea that people who wouldn't vote would get counted as a yes, or that big businesses such as the college or the council's vote counted as more than one, when in reality each business counted as just one vote.

5. FINANCE

The 7 month management accounts to 30th July 2011 were noted.

Kathryn Shillito stated that this was an indicative budget, still waiting for a final figure. Amended that the report was for 11 months, not 10.

6. BID MANAGER'S REPORT

Kathryn Shillito reported that business was going as usual. Dine Week was proving quite popular once again, spanning from the 21st of October to the 20th of November. The Comedy Fest was underway and was proving to be very successful, with a small sponsorship from BID as it delivered very well on its own. The Music Festival involved 8 bars in the Old Town and had asked BID to help them campaign. It'd been successful in bringing different people in town. £2000 had been invested in literature. It was also promoted through building social networks interest and had links with the Purple Flag Accreditation. It strived to provide a safe environment and had the Police walk around to ensure this. Only 10 other cities have the Purple Flag Accreditation.

A petition to close the road on Lowgate was thought to be a good idea by the Police, although it had initially been declined by Graham Hall. It was trialled for 3 Saturday evenings at the end of October. It was also approved by the taxi companies.

Christmas was looming and Eskimo Soup had come with a very good proposal, which was currently being fine tuned. The budget was very small. It would involve Christmas Carols with the X Factor.

Applications for funding were being received by Connect Yorkshire, who was holding a meeting for entrepreneurs in December. The switch on of the Christmas Shopping and Christmas lights was scheduled on the 17th of November. Tried it on a Sunday once, but due to the shops being closed it was not feasible.

The ERDF, a European funded project with the minimum bid of £1mil, offered the opportunity to double money on new projects. The deadline was on the day of the meeting. An expression of interest had been accepted, but EU funding is notoriously slow paying.

The Humber Street traders had a meeting and it was evident that they were really geared to make it work.

The Hidden Gems brochure came in pocket size, promoting the indoor arcade and niche independents. The project cost very little, involving 42 indie businesses. Copies of the

brochure would be left in hotels and cottages outside the city, as a serious lack of information about Hull was noted. It was due to be printed by the end of October and it was hoped it would offer discounts if businesses were able to contribute. 20,000 copies of it were planned to be made.

The graffiti was still an issue, specifically ones done by someone going by the name of Milk. They were huge, ugly pieces, but they were efficiently removed within 2 days. Area such as the roof of Debenhams and the old Circus building were affected and then dealt with by BID.

The team was praised for doing a sterling job, considering the added stress of a second ballot and of undergoing restorations of the office.

Press Log - Noted.

7. HULL CITY COUNCIL CITY CENTRE REPORT

It was reported that the bridge issue was moving ever so slightly and expected to be complete structurally in November, with an added 1 or 2 months to complete. Until the bridge is finished, it wouldn't be handed over to the Council, remaining a Yorkshire Forward project.

Apologies were given for the error that led to the second ballot. It was also noted that local data companies had shown a figure of 25% vacancy rate in the city centre, but it wasn't very noticeable, and it did not refer to the BID area.

Issues were raised about the Analby Road entrance to the train station and its serious lack of rubbish bins. It was clarified that the portion of road in question was the responsibility of the train station, but due to regulations, rubbish bins cannot be placed within a certain limit of the train station for security reasons.

8. ANY OTHER BUSINESS

There was no other business.

9. DATE OF NEXT MEETING:

The date of the next meeting will be on 24th November 2011, 10am, Chamber of Commerce.