

## Present - Board

Victoria Jackson (in the Chair)  
Jim Harris  
Steve Trynka  
Steve Allbones  
Jon Pywell  
Ian Kelly

Kingston Recruitment  
St Stephens  
Rollits Solicitors  
KC  
Hull City Council  
Chamber of Commerce

## In attendance:

Kathryn Shillito  
Phil Ascough  
Jennifer Marshall  
Madeleine Childs

Hull City Centre BID  
XD Network  
Hull City Centre BID  
Chamber of Commerce

## ACTION POINTS

### 1. Apologies for absence

Apologies were received from Richard Duxbury, Janet Reuben, Steve Tradewell and Peter Barber.

### 2. Minutes

The minutes of the meeting held on 26 April 2011 were agreed as a true and correct record.

### 3. Matters arising

Non-domestic rates (NDR) Database – Kathryn Shillito informed the board that the hereditament database was highly confidential and could only be seen by KS and JM who had undertaken Data Protection training provided by Hull CC in order to access. The BID team is working on the database currently to divide up for campaigning purposes. Board members to be provided with 'names' of businesses they may have links with whom they could approach.

KS

Meeting with Hull City Council Cabinet – Victoria Jackson reported that due to changes in Council leadership the Cabinet working group meeting would now be taking place on June 13<sup>th</sup> with a full council meeting due to take place on the 27<sup>th</sup>. These dates may be subject to change – JP to provide finalised dates ASAP.

JP

Second ballot Campaign Brochure - As discussed at the last Board meeting (26/4/11) the budget for the second ballot campaign had now been increased from £10,000 to £20,000 to allow flexibility however PR services, print/production costs and ERS services provided to date should keep the budget well under the £20k mark.

Purple Flag Accreditation - Kathryn Shillito reported to the Board that Hull City Centre BID would be working with Riverside Policing Team to achieve Purple Flag accreditation which promotes the city centre as a safe destination on an evening. The process is lengthy however the police will complete the majority of the application. Funding will be a 3 way split between the BID (£750), the police and a third party stakeholder (to be decided).

KS

Private sector investment in leverage- Kathryn Shillito reported to the Board that due to increased work load with the second ballot campaign she was unable to present on this matter, but figures will be provided at the next Board meeting. It is anticipated the figure will be somewhere in the region of £1 million.

KS

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

Phil Ascough presented to the Board the latest developments for the second ballot campaign. Phil Ascough reported that an extensive online, print, media and face to face campaign has commenced. There will be an official 2<sup>nd</sup> ballot launch on the 6<sup>th</sup> July at Hull Truck Theatre where the manifesto will be distributed to some 100-150 invited guests.

The Board were shown examples of a two page spread from the campaign brochure designed by Eskimo Soup.

Victoria Jackson indicated that she felt it was important for her as the chairman to have a greater presence on the pages. Phil Ascough indicated that the pages seen were only mock up's but they would ensure that the Chairman had a prominent position in the brochure.

Phil Ascough indicated that it might be an idea to have a page dedicated to Board members to show that the BID is business in the most private sector lead. Phil Ascough also suggested gaining testimonials from businesses who support Hull City Centre BID.

Ian Kelly congratulated the Phil Ascough and the BID team for the hard work put in to the second ballot campaign so far.

#### **4. Finance**

The 7 month management accounts to 30 April 2011 were noted.

The Board discussed the contingency plans put in place if the second ballot is not successful. Kathryn Shillito indicated that all BID contracts run until 30th September ( to coincide with the second ballot date) and that finances had been planned to allow for any redundancy/wind down costs.

#### **6. BID Manager's report**

Kathryn Shillito reported that Hull City Centre BID's annual Fashion Week had been extremely successful with additional footfall of 49,000 on the previous week and over 23,000 at the same event last year. Holy Trinity Church which hosted the grand finale saw crowds of approx 1,500. Kathryn Shillito reported that all of the feedback from the Fashion week had been very positive.

Kathryn Shillito reported that despite continued efforts to contact KWL - Hull City Council's nominated electrical supplier - to move forward with the Holy Trinity lighting project, there are still delays. KS to ask JP to pick up. Board agreed that BID could potentially cover the annual running costs for the new lighting as the new energy efficient scheme would reduce costs to approx £20 per week.

KS

Kathryn Shillito reported that British BID's would be providing BID renewal training for the 2<sup>nd</sup> ballot working party on 10<sup>th</sup> June (10.30am to 2.30pm - chamber offices). This will ensure all legislative matters are covered.

KS

Kathryn Shillito informed the Board that plans for the combined YUM! And Jazz festival where now well underway. The festival would kick off with a jazz evening on Thursday 28th July and events would continue throughout the weekend.

Kathryn Shillito reported that there had been a big reduction in the number of graffiti incidents in the BID area. This allowed the maintenance team to free up time to do some ad hoc painting works for smaller, independent BID businesses who, due to the current economic climate, simply could not afford to maintain the outside of their premises.

Victoria Jackson reported that there had been a noticed increase in the number of beggars and vagrants in the BID district. Kathryn Shillito indicated that the BID support officers where continuing to discourage such behaviour and were moving them on.

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 Cllr Steve Bayes was now the Economic Regeneration & Employment portfolio holder for Hull City Council. A council meeting would be taking place to decide whether the new council leadership would be supporting Hull City Centre BID.

Jon Pywell reported that Hull Carnival would be taking place on 27,28 and 29 May. The carnival would continue to be on an eco friendly theme and it was hoped that its success would continue to build year on year.

### **8. Any other business**

Victoria Jackson noted the resignation of Mike Killoran from the Board. Victoria Jackson thanked Mike Killoran for his contribution to the BID Board over the years and wished him well in his retirement. It was agreed by the Board that farewell drinks for Mike Killoran would be held at The Wilson on June 13 at 5.30pm.

Board members discussed the recent luncheon hosted by the Lord Mayor in recognition of the works of Hull BID, to which a select group of levy paying businesses were invited. Feedback from guests was very complimentary with many showing surprise at how much activity BID is involved with. Ian Kelly congratulated Kathryn Shillito on her presentation given at the luncheon.

Victoria Jackson reported to the Board that she had looked into the Hull City Retail Crime Partnership (HCRCP) funds and would be sending an email to those involved in the hope of chasing them up.

VJ

Victoria Jackson informed the Board that due to recent resignations there would be two Board member positions vacant. Victoria Jackson proposed that for the time being BID would not be advertising the vacant positions, instead it was suggested that Mike Killoran and Peter Barber's successors be approached as the natural replacements, once they had settled into their new positions.

**9. Date of Next Meeting: Tuesday 12<sup>h</sup> July, 10am, Chamber of Commerce**