

PRESENT - BOARD

Victoria Jackson (Chair)
Steve Allbones
Paul Gregory
Steve Tradewell
Jon Pywell

Kingston Recruitment
Kingston Communications
Leonardo's
True-Budget Accommodation
Hull City Council

In attendance:

Kathryn Shillito
Helen Bissett
Lee Edwards
Kevin Priestley
Sam Lowton (Minutes)

Hull City Centre BID
H & H Communications
Humberside Police
Hull City Council
Hull & Humber Chamber of Commerce

ACTION POINTS

1. APOLOGIES FOR ABSENCE

Apologies were received from Cllr Bayes, Jim Harris and Ian Kelly.

2. MINUTES

Victoria Jackson asked the meeting to forward any amendments (as raised) to the minutes of the meeting held on the 24th November 2011.

3. MATTERS ARISING

There were no matters arising.

4. PRESENTATION BY H & H COMMUNICATIONS

Helen Bissett introduced herself and gave the meeting an overview of the work to be undertaken by H & H Communications on a members survey. Areas to be covered are brand awareness, voting issues, communication and members' needs. The survey is to be anonymous, however anyone completing the survey who wished to be contacted can add their contact details. The survey will be sent out hardcopy, and will also be placed online and will run until the end of January 2012. Helen advised the meeting that the findings from the survey would give a good picture of what was happening. From the returned surveys, H & H Communications will undertake 50 individual face-to-face interviews of randomly selected responses, to gain a deeper understanding.

Steve Allbones asked if survey responses from RABID would be included and Helen Bissett replied that these would be included.

Paul Gregory asked if it was clear what the brand is and Helen Bissett replied that she had been briefed by Kathryn Shillito and questions relating to the brand would be asked in the survey. Paul suggested that he thought that brand awareness levels were OK, but he thought that there was a problem of disconnection with the brand for the smaller business. Helen advised that the overall purpose of the survey was to help develop a longer term strategy and that the outcomes and recommendations would be passed to the Board for strategy planning purposes.

Jon Pywell stated that the survey was a positive way to create dialogue and that it would provide a "sense check" as to where Hull BID was going. Steve Allbones added that he thought that the survey was a great tool against mis-information.

Lee Edwards stated that he thought it was good that H & H Communications were running the survey, as this demonstrated neutrality.

Paul Gregory asked how the results from the survey would be fed back and Helen Bissett informed him that she would present the findings in March 2012 to the Board.

Victoria Jackson thanked Helen Bissett for attending and said that the Board was looking forward to receiving the findings.

5. APPOINTMENT OF BOARD DIRECTORS

Victoria Jackson advised the meeting that 3 nominations had been received.

Paul Gregory reiterated that he felt there was disconnection with smaller business and that representation on the Board was too "retail" led. Victoria Jackson advised him that there were a total of 13 places on the Board, so smaller businesses could apply and she was sure that they would come forward to do so. Lee Edwards stated that perhaps smaller businesses found it difficult to commit their time, and Victoria agreed that this was probably the case.

Victoria Jackson advised the meeting that Ivan Logan of Rixon Matthews Appleyard had shown interest in Hull BID and she suggested that he should be invited to attend a future Board meeting as an observer so he could get a better understanding of what was involved.

Paul Gregory stated that he felt it could be viewed that the Board was being appointed internally. Steve Allbones and Kathryn Shillito suggested advertising Board places in the March/April newsletter.

Jon Pywell asked if there was a sense of urgency to fill the Board places, and Victoria Jackson replied there was no urgency. Jon suggested that it would be a good idea to wait for the findings of the survey which may show that Hull BID was perceived as not being inclusive.

Kevin Priestley suggested that the 3 individuals who had been nominated, be invited to attend future meetings as observers. Adding that some representation on the Board from "independents" was needed to give balance.

Steve Tradewell stated that it was important to get the message across to levy payers to let them know that they could apply. Steve Allbones added that he felt that if it was made clear that Board members were not paid, then this would also help with perception.

Lee Edwards stated that perhaps people were put off by the Agenda being too complex, but if they could come to meetings as an observer they would realise the "can do" attitude of the Board and perhaps feel more comfortable about joining the Board.

Steve Allbones suggested setting a quota for different representation.

Jon Pywell suggested that the "terms of reference" could be reshaped after the work of the survey is complete.

Steve Tradewell suggested that the survey should include questions like "are you interested in becoming a Board member?", "what stops you from applying to become a Board member?".

Paul Gregory suggested that rather than having representation from a number of big retailers, who share the same objectives, perhaps one should represent their sector. Steve Tradewell suggested that if more applications were received than there were places, then names should be put "into the hat".

6. MEETING WITH RABID

Victoria Jackson gave an update on the meeting with RABID (also attended by Kathryn Shillito, Ian Kelly and Jennifer Marshall taking notes) which had taken place on Thursday 15th December 2011 at the Chamber.

She felt that it was only right that this meeting take place to answer their questions enabling all those concerned to voice their opinions. Kathryn Shillito advised the meeting that RABID's biggest criticism of Hull BID had been the cost of policing and street cleaning. However, when presented with the breakdown of actual costs per business for policing, they seemed surprised. She added that when challenged about the election of the RABID committee, Dave Green responded that they had documents demonstrating they had been elected following consultation with their member businesses. However, KS said that she still didn't know who the members were. KS felt that all questions raised by RABID at the meeting were answered well.

Lee Edwards stated that holding the meeting with RABID demonstrated that Hull BID is operating responsibly and with open lines of communication.

Jon Pywell stated that, as with the survey, there is only so much that can be done to engage with the wider community and he felt that having the meeting with RABID was exactly the right thing to do.

Paul Gregory stated that he felt that RABID just don't get what Hull BID are trying to do, and the benefits that Hull BID can bring and that a point should be made of the Partnership working of Hull BID, for every £1 Hull BID spend, this would equate to £3 at the end of a year with the partnerships involved. He added that his personal view was that those who didn't vote were not necessarily supporters of RABID.

Jon Pywell stated that it was important for Hull BID to fit with the wider City plan.

Victoria Jackson ended the discussion on RABID by saying that nothing had been resolved but engagement had taken place and the Board had now been updated.

7. FINANCE

Kathryn Shillito advised the meeting that these are challenging times however costs were being controlled well and the cash flow position was positive.

As Hull City Council needed their IT systems updating, levy invoices won't be sent out until February/March 2012 for the period 1 November 2011 until 31 March 2012. Because there is no incoming revenue from the levy collection, the Council is currently drip-feeding (and advancing) Hull BID monies on a monthly basis. The January instalment is now due - Kevin Priestley will discuss with Kathryn Shillito and then liaise with Hull City Council's Finance Department to move forward.

Kathryn explained that Hull City Council were naturally being cautious in making payments to BID and the decision from the Secretary of State was needed quickly. Kevin Priestley explained that an appeal had been received from an individual requesting a list of valid vote holders – this request had now been completed. The next step was for the Secretary of State's office to write to Kathryn Shillito, Nicola Yates and RABID with the outcome of the appeal. If the appeal was successful then Kathryn Shillito and Nicola Yates will be asked for further information.

It was Kevin's opinion that the appeal was around the point of those who voted last time, should have been able to vote this time. However, it was clear that votes only go to those who are asked to pay the levy.

8. BID MANAGER'S REPORT

i) Kathryn Shillito began her update by advising the meeting that she had not received the post-ballot feedback report from Tony Wilkes at Swindon BID.

Kathryn reported that Eskimo Soup had secured the tender for the Christmas campaign. The focus was a traditional theme, with activity inside Holy Trinity (including 15 levy paying stallholders); support for late night shopping and a heavy online and social media presence. Positive feedback had been received from businesses who were generally happy with the campaign and pleased that the switch on of the Christmas lights had been moved back to a Thursday.

A "Do They Know It's Christmas" sing-along had taken place, with 21 businesses involved. This had been shown on the big screen and on the Ferens building.

Victoria Jackson advised the meeting that there would be a Latin Classical Theatre event at the Holy Trinity Church on the 17th February 2012 for the Love You Too Appeal.

Paul Gregory asked if the Church would also be involved in the Beer Festival in April 2012. Kathryn Shillito advised that they would, and that Hull BID were working with CAMRA on this event. She had been in contact with VHEY, as they had started work on a Real Ale Trail publication, which Hull BID will now finalise and co-fund the publication.

Holy Trinity Church: Kathryn had met with Steve George of NPS (Head of Architecture and Design) who had contacted the Architect at the Diocese of York. Both were in agreement the project would throw up many obstacles from cabling to installation. Kathryn has since met with the Vicar of Holy Trinity and explained the situation. His response was that Hull City Council is looking at the issues around the churchyard to the front of the property and it was anticipated a scheme of remedial works will be carried out. Revd. Barnes felt it was not worth installing lighting until the works had been completed. Kathryn stated that Hull BID is still happy to offer support where they can.

Saville Street: Kathryn has joined with Traders and created the Savile Street Traders Group. She is currently working with a BID area marketing company, Blueprint, to undertake some market research with the public to ascertain why footfall numbers were dwindling. An application would be going to planning shortly for the removal of the large tree and unnecessary street furniture, which is blocking the view of shop fronts from King Edward.

Graffiti: Lower levels are being reported. A huge tag had been sprayed onto the rear of the Travelodge, which was removed within hours of being reported, only to be re-sprayed and then removed again.

Burstalls Solicitors on Lowgate had reported some tiny graffiti, which was promptly removed and they were delighted with Hull BID's response.

Community Action Against Crime Innovation Fund: The application has passed the first stage at local level, receiving a good scoring (on average 4 out of 5). It has been passed to central government... next stage in the process is to complete a form to demonstrate due diligence. If the application is successful funding in the region of £48,000 will be secured, to install CCTV to 50 businesses. To be able to take advantage of this, the business will have to commit to working with the Hull Centre for Restorative Practice.

Victoria Jackson stated that if this funding is secured it would be a great opportunity to show levy payers the extent of BID activities.

Lee Edwards gave an overview of the Facewatch system, explaining that CCTV images can be sent directly to the Police. Kathryn added that Victoria BID had used this system quite successfully. Kathryn will be attending a meeting next week for a demonstration on how the system works along with other city stakeholders. She will be accompanied by a number of BID organisations who may benefit from involvement.

Purple Flag: Kathryn advised the meeting that no great progress had been made with this, but confirmed that Inspectors would be visiting during the Summer months, rather than the original February date.

Marina: Kathryn informed the meeting that a new restaurant, 1884 Dock Street Kitchen, would be opening mid-March, on the site of the old Baltic Wharf. She was hoping to arrange a meeting with the owner imminently although she has already had discussions with the head chef and offered BIDs support.

TJ Hughes: Kathryn reported that there had been problems with the alarm going off over Christmas, and access to the building to silence the alarm had proved problematic. However this had been resolved.

Solicitors have been instructed regarding the Argos side of the building, but as yet it was not known who the tenant is. The managing agents said there was currently no interest in TJ Hughes. Kathryn has approached the owner of this building with a view to installing window graphics to tidy up. This will dramatically improve the street scene along Ferensway.

Paragon Square: Kathryn has been liaising with Regent House Properties acting as the conduit to drive the redevelopment project. The one-storey buildings of Duncan's and the Nail Shop are to be demolished and replaced with a two-storey building, with an open-air orangery around March time if all goes well.

Portland Hotel: Kathryn reported that the Portland had gone into administration, but there were high hopes for an investor to come along. The development of Paragon Square into an eating quarter would be looked upon favourably by anyone looking to purchase the hotel.

Whitefriargate: Kathryn advised about the meetings that she had started with Cllr Brady every month where levy paying businesses were also invited along. She added that Cllr Brady seemed to be taking swift action on issues that were of concern to the businesses. Victoria Jackson noted that this was very positive.

Gainsborough (Carr Lane): Kathryn reported that she had made contact with the owner of the building and that they had both agreed to put some money forward to tidy the building up. Hull BID will arrange for removal of the old torn canopies and some re-painting work.

New Occupiers in BID area: Kathryn advised the meeting that she receives notifications from Hull City Council about new businesses coming into the BID area which generates appointments for her to visit. She is arranging to meet 'Bronx' (retailer) and The Sandringham (public house) to explain the works of Hull BID.

Trinity House: Victoria Jackson advised the meeting that a letter had been sent to Trinity House in December 2011 asking for an audience with the Brethren. A reply had been received on the 16th January 2012 and it was hoped that a meeting could be arranged for the 31st January 2012. She stated that she was sure they would be happy to be involved in the discussions around regenerating Whitefriargate.

Kevin Priestley asked Kathryn Shillito if anything could be done with the empty units on King Edward Street which used to be occupied by Superdrug and Argos. Kathryn explained that these were managed by King Sturge, who were proving difficult to contact. She added that she had met with Costa Coffee who had recently occupied empty premises on the Street and it was hoped that they could bring some influence.

Kathryn Shillito raised the Mary Portas Review, which made 28 key recommendations on how to re-establish a thriving high street. The review highlighted the importance of creating 'Town Teams' with other stakeholders and the major role BIDs play. Kathryn and Jon Pywell will meet to discuss further.

ii) Press Log & Footfall/Crime Stats: These were tabled.

9. HULL CITY COUNCIL – CITY CENTRE REPORT

Jon Pywell informed the meeting that work was taking place at a strategic level, and with organisations such as Hull Forward being dissolved, documents were being pulled together about how the City Centre will shape itself over the next 5 – 10 years.

Whitefriargate: Following the announcement by the Leader of the Council, this was now being looked at by a task and finish group, which would look at business engagement, public realm and wider issues around marketing. Kevin Priestley added that they are consulting with businesses for their views.

Jon Pywell advised the meeting that issues were being discussed about the retail frontages and planning within this Heritage Area, stating that the area should be maximised. The Council were working with the School of Architecture to engage with a younger audience.

Kevin Priestley advised the meeting that two consultation sessions had been arranged; Thursday 26th January 2012 in Queen Victoria Square, and Friday 27th January 2012 in the Ferens building, both events would run from 10:00am to 4:00pm. It was hoped that from these sessions a greater understanding would be gained of who uses Whitefriargate, why they use it and what they would like to see there. He added that an evening session with the Whitefriargate Traders was to be held in February, exact date to be confirmed.

Steve Allbones offered to run an online survey, via Karoo, for the Whitefriargate consultation. Kevin Priestley thanked him for the offer and said that it would be a great help. He asked if it would be possible to record who replied to the survey, but Steve Allbones said that with issues of data protection, it was probably only possible to provide a postcode.

It was noted that all the vacant units were on the south side (Trinity House side) of Whitefriargate.

Jon Pywell circulated a 2012 Hull Gold events programme (not for publication), with the theme of "Participation Through Sport". He stated that it will probably be the most comprehensive, large scale events programme Hull City Council has put on, and that it was important to get the message out as to what is going on within the City, to improve the perception of Hull from outside the City and to raise the profile.

Steve Tradewell asked when the events programme would be published and Jon Pywell advised that it would be February, along with an Advocacy Document.

Victoria Jackson raised the point of some VHEY staff being under notice. Jon Pywell advised that negotiations were taking place with Hull City Council and East Riding of Yorkshire County Council. He added that he was sure there would be a strong tourism offer in the future.

Steve Tradewell asked who was responsible for attracting people to planned events and Jon Pywell advised that it was VHEY. He added that with the programme of events it was a fantastic opportunity to have visitors stay in the area, not just pass through.

The Bridge: Victoria Jackson asked for an update. Jon Pywell advised that the bridge is due to open on the 6th April 2012.

10. ANY OTHER BUSINESS

Paul Gregory advised the meeting that Hull Business Week 2012 would be linked loosely to sport, and suggested that Hull BID should be involved. Kathryn Shillito stated that she would be happy to sit on the Steering Group or attend a meeting to establish ways in which to help.

Lee Edwards updated the meeting on Operation Yuletide. This had been very successful, bringing an additional 600 policing hours. He added that a new team structure had been implemented from January 2012, with some PCSO's moving teams, which means that there will be coverage in the Hull BID area every day of the year.

Paul Gregory raised the point that Cllr Bayes had difficulty attending meetings on a Tuesday. This was noted and Jon Pywell stated that he would speak to Cllr Bayes. Victoria Jackson suggested that all Board members be asked for their preferred day for future meetings.

11. DATE OF NEXT MEETING

- i) The date of the next Board meeting is Tuesday 13th March 2012, 10:00am at the Chamber's offices 34 – 38 Beverley Road, Hull.
- ii) The date of the AGM will be advised shortly.