

Present:

Victoria Jackson (in the Chair)
Cllr Steven Bayes
Paul Gregory
Jim Harris
Ian Kelly
Jon Pywell
George Tambaros

Kingston Recruitment
Hull City Council
Leonardo's
St. Stephens
Hull & Humber Chamber of Commerce
Hull City Council
The Omelette

In attendance:

Kathryn Shillito
Phil Ascough
Kevin Priestley
Tony Wilkes
Steven Marsay
Lee Appleton
Hannah Thoresby
Sam Lowton

Hull City Centre BID
XD Network
Hull City Council
Princes Quay
Debenhams
Prospect Centre
H & H Communications
Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. APOLOGIES FOR ABSENCE

Apologies were received from Steve Allbones, Lee Edwards and Cheryl Kitching.

2. APPOINTMENT OF NEW DIRECTORS

The Chair welcomed Directors and guests to the meeting and advised that Steve Tradewell had resigned from the Board.

Applications for new Non Executive Directors vacancies had been received from Tony Wilkes – Princes Quay, who the Chair congratulated on receiving an OBE for services to the community the previous Friday, Steven Marsay - Debenhams, Lee Appleton – Prospect Centre, Guy Falkingham – Blueprint, Luc Perquin – Mercure Royal Hotel and John Netherwood – Hull Civic Society, who, the Chair advised the meeting, was not eligible to apply as a Director as he was not a levy payer. An expression of interest had also been received from Mike Bisby – FSB, who was also not a levy payer.

Ian Kelly noted that those eligible would be invited to interviews shortly for the Non Executive Director positions available.

3. MINUTES

The minutes of the Board meeting held on 13th March 2012 were agreed as a true and correct record.

4. MATTERS ARISING

Kathryn Shillito gave the meeting an update on:-

Saville Street: the trading group had approached Guy Falkingham of Blueprint for marketing. Only 4 of the Saville Street Traders Group had committed to help fund the market research. Kathryn was attending a meeting later in the day to discuss.

Graffiti: the jet spraying work at the station had not yet taken place as the hydrant was not working. Kathryn would follow up with Kevin Priestley.

Facewatch: Kathryn had attended meetings with Lee Edwards. The system was due to be trialled in St. Stephens. Jim Harris advised the meeting that it was an internet based incident reporting system, where statements and photographs can be uploaded and forwarded to the police.

Paragon Square: ongoing. Regent House Properties had submitted final drawings to Hull City Council planning department. The benches had been removed and it was hoped that this would help keep the area tidier. Kevin Priestley advised the meeting that there had not been a pre-planning application, but he was not aware of any major issues with the final application submitted.

Marina: George Tambaros asked if the car parking had been sorted out. Kathryn advised that this was still being looked into. Kevin Priestley advised that the land concerned was Council owned and a development site. There was, however, car parking on Blanket Row. Cllr Bayes advised that he had had a meeting the previous week and some car parking provision had been offered and an agreement reached.

BID Levy Invoicing: Kathryn advised the meeting that letters had been sent to all BID Levy payers explaining that 2 invoices would be sent out, 1 at the end of May and 1 in July. She noted that she had not received any calls regarding the letters sent. The Chair advised the meeting that correspondence had still not been received from the Secretary of State.

George Tambaros asked if the issue of the cost of the software upgrade had been resolved. Cllr Bayes advised that this issue went back to Andy Sloane, but he agreed that the cost was disproportionate and needed further examination. He asked if it was possible to find out what other BIDs were being charged, and Kathryn Shillito agreed to get the figures from British BIDs. Jim Harris asked if the software upgrade had been paid for and Kathryn Shillito advised that it had not.

Community Development Foundation: Kathryn Shillito advised the meeting she was still finalising the allocation of the CCTVs and arranging RP training in conjunction with Lee Edwards. The first training sessions will take place at the end of June with installation of cameras around mid to late July.

Purple Flag: a pre-application had been submitted to the ATCM prior to the final submission. They will check over the document and advise areas that need further detail. An upgrade to lighting had taken place in Trinity House Lane and Posterngate and the City centre was looking clean and tidy. Live music, similar to Half Past the Weekend event, was planned for a Saturday evening on Princes Dock Street through the Summer. An inspection visit would take place during late July/August, the route of which was unknown as yet, but it was hoped that it would include the Marina. Paul Gregory asked about the timing of Saturday music and Kathryn Shillito advised that it would probably be from 4pm to 8:30pm. Paul Gregory also asked about the provision of toilet facilities and Kathryn Shillito advised that she was looking into a semi-permanent solution, which could perhaps be a joint venture with Myton Ward Councillors and the police.

Portas Pilot: The Chair asked when successful bids would be informed and Jon Pywell advised that it should be before the end of May. Steve Marsay noted that Beverley had submitted an application.

Fashion Week: Jim Harris stated that it had worked very well and gave his thanks to Sowdens, Phil Ascough and all those involved, particularly noting the great efforts made by Kathryn Shillito and her team.

Old Town Pub Watch: Hull BID is co-chair and Kathryn had arranged a meeting to speak with licensees from the new town pubs with a view to replicating the scheme in the new town, however, only 3 had turned up. Kathryn would pursue further.

TJ Hughes: window graphics had been installed and look superb. The manager of House of Fraser had contacted Kathryn and had made good comments.

5. SURVEY FEEDBACK STAGE II

Hannah Thoresby of H & H introduced herself and explained that the purpose of today's presentation was to present a top line view of the next steps following the research undertaken and to introduce the first tactical activity which would take place during May.

From the first stage of the survey feedback it had been agreed that it was critical for any successful organisation to have a clear vision and a strategic approach on how they engaged and communicated with their stakeholders. Hannah highlighted that the recent research undertaken showed that some member disengagement was quite high and support, trust and confidence was relatively low. Some members were still unclear as to what Hull BID's purpose was.

There were three distinct but interrelated ways in which Hull BID could start to address stronger member support and engagement

Re-development of the Hull BID strategic underpinning: What is your purpose, what do you stand for and how are you different from other organisations?

Re-engagement of member businesses: through a clearly defined and differentiated manifesto.

Effective and consistent strategic and tactical communications strategy.

Investment in strategic planning now could help ensure that the members are paying for and benefiting from an organisation with a clear and motivating vision. A solid strategic communications plan from themselves as Consultants would help to build Hull BID an advantageous and influential reputation in Hull.

The first stage of engagement should, in H&H's view, be the development of the strategic underpinning, followed by the communication of the vision and purpose, building positive associations and a clearer member engagement strategy.

Hannah advised the meeting that H&H could facilitate the development of the strategic underpinnings – but the strategy would be Hull BID's and it would require collaboration with stakeholders. Members' views had already been researched. The holding of stakeholder workshops and interviews would gain an internal perspective with the Board and other invested individuals to ensure that Hull BID's purpose was more meaningful and motivational for all stakeholders.

It was agreed that strategic development changes should ideally begin once a new Board Chair has been appointed, however, it was also agreed that preliminary work could go ahead in the meantime.

Recruiting and appointing Hull BID 'Shapers' was recommended by H&H to help to address communication issues. A campaign should be established to send the message loud and clear that BID levy payers had been listened to and action was being taken.

Hannah suggested the role of Hull BID 'Shapers' would involve being:-

Conduits of knowledge: Spreading the Hull BID messages amongst businesses and bring back information from the grass roots.

Key opinion leaders: They would disseminate consistent messages amongst the businesses, changing culture and values from within.

Lobbyists: They would help Hull BID garnish support for key initiatives – using their networks and influence.

Market research associates: They would provide Hull BID with opinion and feedback on proposed activities, and how useful/effective they have been.

Manpower resources: Hull BID would gain resource in an organised way to help develop and implement Hull BID's objectives.

She also covered what would be in it for them:-

Representation: They would have the opportunity to represent the business community of Hull City Centre.

Networking: They would have the opportunity to network with other key businesses and stakeholders in the City.

Progression: They would get to be part of the visible driving force for change in Hull at an exciting time when high streets are getting a lot of focus (with town teams, SuperBids etc.)

Shaping: They would get to help shape the future of Hull City Centre – ensuring that their sector and area of the city has a voice.

Really make a difference with like-minded people: Providing a structure and process for those who are passionate about the city to work together and really make a difference.

Creation of the new Hull BID: They could be involved in the development of the new Hull BID Vision – being at the heart of the next 5 year strategy.

Hannah highlighted the following activities for Hull BID 'Shapers':-

Regular breakfast meetings – where 'Shapers' could invite members of their business sector to meet and learn about BID (with guest speakers on relevant subjects) – which would help engage the middle ground.

A dedicated area on the website with resources for the 'Shapers' to share key messages.

Forums and update meetings (every 4-6 weeks) – allowing both feedback from the 'Shapers' to the BID team and from the BID team to the 'Shapers'.

Providing grass-roots feedback to help with planning and decision making (i.e. market research – getting opinions from the members on proposed activities).

The 'Shapers' would be encouraged, equipped and trained to create and lead smaller project teams in their area to deal with specific issues and encouraged and supported to promote and organise relevant training seminars and workshops for members.

The Chair thanked H&H for the presentation but raised her concern that this strategy appeared to be asking a lot of the 'Shapers' and George Tambaros added that it would involve a heavy time commitment. Steven Marsay noted that the suggested role of the 'Shapers' appeared to require a very experienced management skill set and wasn't this the sort of work Board members should do? Paul Gregory noted that a similar scheme had been run in Princes Quay some time ago, and that without heavy involvement from Kathryn Shillito to make sure the work of the 'Shapers' was undertaken the scheme would fail.

Ian Kelly asked Hannah Thoresby if H&H had any other options to present for BID communications to progress other than just 'the Shapers' proposal. Hannah advised that they didn't. The Chair stated that she believed that the concept was good, but she felt it was too much to ask.

Cllr Bayes stated that the problem of communication needed addressing and that it was not sensible to create a new level of bureaucracy. He added that peoples' time is precious and it should be possible to 'piggy back' on organisations such as the fruit market and civic society to gain a better understanding of the issues of smaller businesses.

The Board asked Hannah Thoresby and H&H to look at the strategy again in light of their views. It was agreed that it was important not to ignore the feedback already gained, but there was concern that the 'Shapers' strategy was overcomplicated.

It was also agreed Jim Harris would Chair a working party to discuss several of these matters further with H&H.

6. SIX MONTH MANAGEMENT ACCOUNTS

The accounts were noted. Kathryn Shillito advised the meeting that it was a difficult time and that they were being cautious with expenditure during the ongoing appeal by RABID. Hull City Council were still bank rolling Hull BID as the levy invoices had not yet gone out. The net surplus figure on the six month management accounts was still looking good though.

Ian Kelly indicated that the finances were being well-controlled by Kathryn in difficult circumstances and the Board needed to continue supporting the team and sustaining their morale during the ongoing appeal by RABID that was dragging on. The help and support from Hull City Council during this time was appreciated. The Chair stated that Hull BID was now 6 months into the appeal by RABID and added that she did not know of any other BID in the same situation. She stated that British BIDs should take note of the situation.

Tony Wilkes advised the meeting that at a recent seminar in London the main focal point had been the financial cost of BID levies to businesses. He added that from the six month accounts a high expenditure was payroll whilst mentioning it was still important to consider the feedback already gained and look at what levy paying businesses wanted, ie a cleaner, safer environment with events and activities.

Jim Harris stated that the problem wasn't that an appeal was raised, it was the length of time taken to deal with it. The Chair and Ian Kelly agreed, adding that this was also the view of the lawyers.

Kathryn Shillito advised the meeting that the appeal deadline had passed on 30th April 2012. Kevin Priestley noted that it had taken a while to establish that RABID were speaking on behalf of 5% of the levy payers. He added that the process was now finished and that nothing else could be raised on appeal.

7. BID MANAGER'S REPORT

i) Kathryn Shillito updated the meeting on her recent activity, including:-

Fashion Week: This year had been phenomenally successful. It was estimated that circa 5,000 people had attended the finale at the church as opposed to 2,000 last year. The small independent retailers had been delighted and bars, cafes and restaurants all reported being busy. Steven Marsay noted the diversity of the people at the event in Holy Trinity Church.

CAMRA – Real Ale & Cider Festival: The festival, which ran over 19th, 20th & 21st April 2012 in the Holy Trinity Church had been very successful, and despite bringing in extra casks, supply had run out by 2pm on the 21st. The Chair noted that Cllr Brady had said it was a shame that other things hadn't been going on for visitors to take part in.

Holy Trinity Church: Kathryn had met with Phillips Lighting. They have a system that would floodlight the church and simultaneously the Andrew Marvell statue. David Baines of Hull City Council was progressing up-lighters for the small trees that run along King Street.

Half Past the Weekend: Held on Princes Dock Street and now in its third year. Paul Gregory noted that from the outset this had been a great success. He added that Wednesday was the busiest weekday night for Leonardo's with Half Past the Weekend firmly embedded. However, he was still not convinced that it worked across a Wednesday and Thursday. Kathryn advised the meeting that the businesses involved funded the musicians and BID covered promotion costs and that Hull BID were currently working on graphics for glass screens to advertise the event. She had also recently engaged with Nandos and Pizza Express. Paul Gregory stated that ASK needed to bring in extra staff to cover Wednesdays which demonstrates its popularity.

Trinity Music Festival: The event will take place on the 27th & 28th July. Kathryn noted that to date 18 venues would be participating. She added that the event last year had been hugely popular. All venues will cover performer/set up costs; BID will promote the

event and provide print material.

Hull City Council – Parking Strategy Group: Kathryn advised the meeting that she had been asked to sit in on the groups meeting in June. She was still assisting Paul Fielder regarding Tower Street on the proviso that a free 2 hour parking system was operated. George Tambaros suggested that Hull BID could campaign for the land to be used for free parking.

Leader of Hull City Council: Regular meetings with Cllr Brady were continuing to take place bi-monthly. The leader was keen to meet with business representatives from the old town.

Community Development Foundation Crime Innovation Fund: Kathryn Shillito advised that quotes had been received for the installation. A training session was planned for the late June and it was hoped that installation would take place towards the end of July 2012. George Tambaros asked where the CCTV would be installed and Kathryn advised that she had been working with the police to draw up a short list.

ii) Press Log & Footfall/Crime Statistics: These were tabled and noted.

8. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell updated the meeting on Hull City Council's town-team activities in relation to the Portas Pilot bid. He stated that it was an important time as to how the City centre was moved forward. Though the bid had an emphasis on Whitefriargate, it had become obvious that this was a small geographical area and now the 'town-team' was looking at a wider area of the Old Town with a strategic, rather than 'scatter gun' approach. The town-team was focussing on key areas of intervention.

£100,000 had been secured from the High Street Innovation Fund via Government and issues surrounding access, navigation and orientation would be look at.

Jon Pywell stated that there was concern about 'points of entry', with two critical areas being the port terminal and the transport interchange. This was being looked into with partners, paying particular attention to detail and looking at signage within the City centre. He added that it was important that some of the key things were driven forward. Hull has a lot of assets that we just don't make work hard enough.

Jon Pywell stated that it was important to look at how events programming could be more effectively clustered. The retail sector had been asked to consider their opening hours around the Jubilee and 2012 Hull Gold events.

Jon Pywell reinforced that VHEY had not disappeared. The work was now being undertaken as a partnership between Hull City Council and East Riding Council. Jon added that he would bring a summary of marketing campaigns to a future Board meeting.

Jon Pywell gave an overview of the 'Heroes Welcome' scheme which shows the City's appreciation of the commitment and bravery of our armed forces. The scheme is free for traders and organisations to join, and they will receive a "Heroes Welcome" pack that includes posters and window stickers. It would be up to individual members whether they offered a discount or special deals exclusively for service personnel.

The plans for the Olympic Torch Relay were coming together well and Jon Pywell advised the meeting that there would be a live feed from West Park to the BBC's One Show on the evening of Monday 18th June 2012.

9. ANY OTHER BUSINESS

The Chair advised the meeting that the Board had met with Nicola Yates, Chief Executive and Cllr Brady, Leader of Hull City Council on Friday 20th April 2012 in order for Nicola Yates to gain a greater understanding of Hull BID. A feedback letter had not been received yet, but was expected. The Chair would forward details once received. Ian Kelly stated that the meeting had been a useful and positive exchange of views.

Jon Pywell advised the meeting that the Government had given freedom of Sunday

trading during the 8 weeks of the Olympics and the retail group would be looking at the joint approach for the City.

The Council, BID and VHEY's profile in the city centre was then debated with a variety of views expressed on how organisations should work together in future, at what locations and at what cost. Jon Pywell noted that the Council would be revisiting their visibility through the High Street Innovation Fund.

10. DATE OF NEXT MEETING

The date of the next Board meeting is Tuesday 10th July 2012, 10:00am at the Chamber's offices 34 – 38 Beverley Road, Hull.