

Present:

Victoria Jackson (in the Chair)	Kingston Recruitment
Lee Appleton	Prospect Centre
Cllr Steven Bayes	Hull City Council
Guy Falkingham	Blueprint
Jim Harris	St. Stephens
Ian Kelly	Hull & Humber Chamber of Commerce
Steven Marsay	Debenhams
Jon Pywell	Hull City Council
George Tambaros	The Omelette
Tony Wilkes	Princes Quay

In attendance:

Kathryn Shillito	Hull City Centre BID
Phil Ascough	XD Network
Inspector Colin Connolly	Humberside Police
Kevin Priestley	Hull City Council
Sam Lowton	Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. APOLOGIES FOR ABSENCE

Apologies were received from Steve Trynka.

2. MINUTES

The minutes of the Board meeting held on 10th July 2012 were agreed as a true and correct record.

3. MATTERS ARISING

Kathryn Shillito updated the meeting on her recent activities, including:-

YUM: The event, in its third year had taken place on the 20th & 21st July 2012 and had been very successful. Kathryn noted that the stretch of the food festival had been restricted to Queen Victoria Square, but she would be looking to expand the stretch into Trinity Square for the 2013 event. Tony Wilkes commented that he felt that there was a lack of the BID brand at the event. Kathryn stated that she took his comment on board and that big banners would be produced for any events in the future.

Garbo's Launch: Kathryn advised the meeting that over 80 invitations had been sent out and around 55 people had attended. She added that this had been a good opportunity to engage with local businesses and update them on the activities of Hull BID. The Chair stated that it was important to stress that it was a good opportunity to include businesses from the professional services sector, such as accountants and solicitors who had offices in the area.

Hull City Council – Parking Strategy Group: Kathryn advised that a date had not been set as yet. Steven Marsay had offered to attend, along with Kathryn and she would advise him of the date when it was set.

The Chair asked if there had been any progress on the issue of IT upgrade costs. Kathryn Shillito advised that a meeting would be taking place on the 26th September 2012.

4. CORRESPONDENCE

The letter from The Secretary of State was noted. The Chair highlighted that of the 10 objections raised by the RABID Group, not one of them had been upheld by the Secretary of State.

5. EVENING ECONOMY

The Chair welcomed Inspector Colin Connolly to the meeting.

Inspector Connolly advised the meeting that he had become involved with Hull's application for Purple Flag status around 4 months ago when he had taken over from Barry Longstaff (now retired).

The Assessors had visited on the 8th September 2012 and Inspector Connolly stated that though they didn't give much away, the feedback that he had received had been very positive. Criteria to be met was spread across many areas including the city's evening economy appeal (the offering), how drink-related issues were dealt with and the impact on the NHS, the part CCTV played, use of the BID radio system, Trinity Angels (voluntary group) etc. He noted that the Assessors had been impressed by the amount of partnership working that was taking place. The outcome was expected in mid-October 2012.

Discussion followed about how Purple Flag status would benefit the City and help to improve the perceptions of the City centre being a safe, secure place to be in the evening.

Ian Kelly asked if areas needed to be identified that were suitable for an older age range. Kathryn Shillito stated that the City centre already had such an area in Princes Dock Street, especially on a Wednesday evening. Cllr Bayes stated that one of the successes of the Freedom Festival was the big mix of people who had attended and added that the atmosphere of Princes Dock Street needed to be grown out to cover other areas.

Jim Harris stated that it was important to let people know what the Purple Flag status meant, and added that it would be good to learn from other Cities that held the status. The Chair noted that if the Purple Flag status was achieved, it should be incorporated into the Hull BID business plan, to sell it as a brand in itself, and that this would be a major tool to get the word out.

Jon Pywell stated that achieving Purple Flag status would be a major opportunity to change perceptions of the City centre and to get the message out that the City centre was safe for all ages, which was very important, especially in the run up to Christmas.

George Tambaros commented that if Purple Flag status was achieved then the marketing of the accreditation should be aimed at those who did not already come into the City centre, he added that coverage should be wider than the Hull Daily Mail, and radio and TV coverage should be sought, and a press release should be put together and be ready to go. Kathryn Shillito advised that she had been working with Phil Ascough to build interest in the Purple Flag bid and coverage had already been given on Radio Humberside.

The Chair advised the meeting that Inspector Connolly would be the first to hear of the outcome, and suggested that a united front be co-ordinated by Kathryn Shillito and Jon Pywell. She added that everyone needed to be "singing from the same hymn sheet".

The Chair stated that on the whole, everybody involved was really pleased with how the Assessor visit had gone, and congratulated everyone involved.

Inspector Connolly stated that it was important that the good work that had already taken place continue.

6. MARKETING GROUP UPDATE

- i) Hull BID Strategy: The document was noted and Kathryn Shillito advised the meeting that a workshop would be held on the 9th October 2012 with H&H.
- ii) Hull BID Brand: Kathryn Shillito distributed a Brand Book and noted the new strap line “for a positively thriving city”. The Chair stated that the strap line had been developed from previous meetings and that the words used, were the words of the Directors.

George Tambaros stated that he understood that there was a need to improve levy payers perceptions of Hull BID, but he was not convinced that consultant workshops with H&H were a wise way to spend levy payers money. He asked how much had been spent on the process so far.

Jim Harris commented that all the work that had been done so far had been on the basis of a very narrow margin during the last ballot. He added that the biggest issue was communication. Guy Falkingham stated that some clarity was needed, otherwise there would be no new strategic direction. Steven Marsay stated that he wasn't surprised with feedback from the survey and added that the next steps should focus Hull BID on operating in a positive way and that some KPI's were needed to measure achievement.

Cllr Bayes stated that he thought that the Brand Book was more for the trading levy payers and there was a lesson to learn in being inclusive with all levy payers. He added that the approach should not be too rigid and that Hull BID should be able to respond quickly to situations as they arose.

The Chair stated that these were fair comments and that the purpose of the Marketing Group's next step was to identify how Directors could assist and support Hull BID externally.

Lee Appleton asked if the Brand Book would be sent out to the levy payers. Kathryn Shillito advised that presently it was a working document, a template of where Hull BID was now and that it needed populating. Lee Appleton commented that Hull BID did not boast enough about what it does.

Jon Pywell stated that he felt very comfortable with the strategic side, adding that as partners, strategic thinking was needed.

George Tambaros commented that this had all been said before and that H&H had not identified anything that was not already known.

Ian Kelly commented that the vote was tighter than expected and there had been a need to stop and reflect. He added that he was fairly relaxed about the process, but that there was a need to keep an eye on the cost of consultancy fees. He went on to note that, with the letter from The Secretary of State bringing the matter of the objections to a close, all the Directors could now champion Hull BID, along with the Leader of Hull City Council, and build a wider consensus.

The Chair asked for a vote on the use of the new logo and strap line and this was agreed.

7. ELEVEN MONTH MANAGEMENT ACCOUNTS

- i) Ian Kelly advised the meeting that the main issue to note on the accounts was that spend had been reduced to a minimum during the RABID challenge. Thanks were extended to Hull City Council for their assistance with finances during this period. He also commented that the accounts were now in a good position.

George Tambaros asked if there would be a clawback of circa £4k from the CDF and Kathryn Shillito advised that there would not be.

Kathryn Shillito advised the meeting that Lisa Swaine of Hull City Council had reported an 83% collection rate from levy invoices, which meant that Kathryn would now be looking to the Council for substantial income. Kevin Priestley commented that Hull City Council had been running a “fairly tight ship”, but would now be looking to bring payments back on track.

8. BID MANAGER'S REPORT

i) Meeting with the Leader of Council: The Chair advised that meetings with the Leader of the Council continued to take place bi-monthly. She commented that the meetings were very productive for any levy payers who attended and they welcomed the opportunity to speak to someone at the top, and that the Leader had said that he enjoyed the meetings, as he got the chance to speak to people on a one-to-one basis.

The last meeting had been attended by businesses from the Whitefriargate area, with the manager from Bon Marche and Matt Cunnah from Hull Pie attending. The Chair noted that Kathryn Shillito did a good job of taking a mixture of businesses to the meetings. The Chair stated that she would like other Directors to attend the meetings, and noted that Guy Falkingham and Steven Marsay had recently attended.

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

Community Development Foundation Crime Innovation Fund: The CCTV installations into small retailers and food outlets were nearly complete. Kathryn noted that the scheme had been very popular and that businesses could see the value. She added that the installation of 50 CCTV (worth approx £30k) represented good value for money and it was a good initiative to build on. Work was continuing with Hull Centre for Restorative Practice to eventually train up and accredit Facilitators in Conferencing Circles, which allow victims of crime to have face-to-face interaction with the perpetrators.

Steven Marsay asked if there was a way to measure the reduction in crime and Kathryn Shillito advised that she was working with Lee Edwards of Humberside Police on this as one of the conditions of the funding was that reports were sent back to the CDF.

Steven Marsay stated that the scheme was really tangible and a good way to give money back to businesses. He also noted the money saved by businesses from the reduction of stock not stolen. Kathryn Shillito advised that she was currently gathering in testimonials on the scheme.

George Tambaros noted that the scheme had been very good and that The Omelette had recently used CCTV evidence.

Christmas 2012 Campaign: Kathryn Shillito advised the meeting that the Hull BID Marketing Group had been resurrected. Jim Harris stated that the campaign was predominantly advertising-based rather than event-based. He commented that it was important that this year the marketing was agreed as a team, building on the strategy and getting people into the City centre. 20 second advertisements would be broadcast on Yorkshire Television from the Belmont Transmitter. Coverage would also be from regional press, the Hull Daily Mail, the Journal and there would be designated door drops across the region and to certain DN postcode areas on the South bank. Radio coverage from Capital FM, which was the market leader and Viking FM. Kathryn Shillito was looking to gain financial support, with the aim of spending circa £50k. Jim Harris advised the meeting that there was a shopping list of prices, and that the Marketing Group would look to cherry pick. He added that Adrenaline Advertising had presented their ideas to showcase the City to the Group on the 19th September 2012.

George Tambaros asked what Hull BID's financial contribution to the campaign was and Jim Harris advised that it would be £30k maximum. Kathryn Shillito noted that ordinarily the spend on a Christmas marketing campaign would be circa £25k.

Steve Marsay commented that if the full £50k was spent, there would not have been a bad pound spent.

Jim Harris advised the meeting that the Marketing Group would be looking to measure how the Christmas campaign went and hoped to feedback to the Board in Spring 2013.

Radio Security System: Kathryn Shillito advised the meeting that surplus money in Policing budget, due to Facewatch not being implemented, would now be utilised to buy a stock of radios, which would be used by businesses on a "try before you buy" scheme. Work was currently being undertaken to arrange a training day on the radio system. Kathryn noted that 90 businesses currently had radio handsets and the radio security

system was a great success story.

DINE Brochure: Kathryn Shillito advised the meeting that the brochure was about to be re-printed, with the inclusion of around 11 new businesses which had come into the City centre. The outcome of Purple Flag was awaited before going to print. A link would be put in place to drive viewers to www.eatdrinkenjoy.co.uk which promotes evening economy businesses. A radio campaign would also alert people to look at the website and Kathryn advised that the campaign would cost approximately £3k.

Energy Procurement: Kathryn Shillito advised the meeting that she had met with Meercat Associates and Ener-g to look at providing cheaper utilities to levy payers. She noted that it was early days yet, but she would be liaising with other BIDs to establish success levels.

Cleaning & Maintenance: Kathryn Shillito reported that Martin had been carrying out jet spraying around the Ferens Art Gallery. She noted that he had also done quite a lot of work on Parliament Street, particularly with Stamp Proctor and Jackson solicitors, who had reported an ongoing problem with vagrants sleeping in their doorway. Kathryn Shillito advised the meeting that she had arranged a meeting with Stamp Proctor and Jackson and John Netherwood of the Hull Civic Society and they were now working together on the installation of some 'architecturally sympathetic' doors.

Discussion followed regarding the problem of rough sleepers and beggars in the City centre.

Indoor Market: Kathryn Shillito advised the meeting that she had met with NPS, who manage Council properties and it had been agreed that NPS would replace some sanitary ware in the toilets and Hull BID would clean up and paint.

Sunderland BID: Kathryn Shillito reported that she had met with Sunderland BID. She noted that they were in the very early stages but progressing reasonably well.

9. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell reported on the programme of events. He advised the meeting that it was estimated that over £3.5m had been spent in the City centre by those attending events. He noted that for every £1 spent on putting on events, £8 was gained back.

He particularly noted the great success of the Freedom Festival, which had attracted 75,000 visitors over the 4 days that it had run.

Jon Pywell advised the meeting that the theme for events in 2013 would be 'Hull as an International City' and focus would be on how the City projects itself overseas and embraces different cultures. Cllr Bayes commented on the "new Hanse" which fosters and develops business links, tourism and cultural exchange across major port cities throughout Europe.

Jon Pywell advised the meeting that the vacant City centre property level was at 12%, which he noted, was down 1% on last year and well below the national average. He commented that there was a lot of movement around independent retailers.

Jon Pywell reported that work was being undertaken on a project to focus on the Old Town as an asset. He commented that the area hadn't been marketed as it should have been and a major marketing campaign would focus on the cultural and leisure elements of the area, attracting market back, car parking, the new foot bridge, an events programme and improvements to signage and access.

Jon Pywell advised the meeting that VHEY was still operating as a joint partnership between the East Riding of Yorkshire Council and Hull City Council. VHEY was focussing on links with Europe, particularly Belgium, Holland and Germany; and the City centre as a product and how best to market it.

The Chair stated that it was important that Hull BID dovetailed with the marketing activity.

George Tambaros asked when the new foot bridge would be open and Jon Pywell advised that it was intended that it would be in operation from the end of October 2012, with an official opening planned for December 2012.

Tony Wilkes raised the issue of business rates, noting the massive effect these were having on the retail sector. He asked if there was any kind of help or support available, and if Hull City Council could lobby Government on the issue. Cllr Bayes advised that Hull City Council only collected the rates and the policy was set by Government. Lee Appleton commented that in some cases rates were far higher than rent.

The Chair asked Cllr Bayes and Jon Pywell to investigate the issue with the Local Government Association and report back to the Board.

10. ANY OTHER BUSINESS

Tony Wilkes gave his thanks to Kathryn Shillito and Jennifer Marshall for their work on the Christmas marketing campaign.

10. DATE OF NEXT MEETING

The date of the next Board meeting is Tuesday 20th November 2012, 10:00am at the Chamber's offices 34 – 38 Beverley Road, Hull.