

EVENING ECONOMY GROUP

Minutes of Meeting held 5TH November 2013 – Bonny Boat

Present: Kathryn Shillito, Mark Andrews and Jane Reeve (HullBID), Linda Levantiz/Carla Williamson (Bonny Boat), Robert Jackson (Trinity, Star of the West, Burlington), Ellie Burrell (Jaz), Alex Jeffrey (Garbo's) Shaun Daddy (Lizard Lounge/Rumours), Kerrie Woollas (Ye Olde White Harte), Sue Brooks (Hull Cheese), Fiona George (George Hotel)

Previous Minutes

Read and accepted as a true reflection of the meeting. Thanks were also give to Linda for hosting the meeting and providing coffee at her premises.

Hull Trinity Festival (Feedback session)

- The event was a great success and well managed.
- The musicians saw it as a credible event and would like to come back again. King Charles on Saturday night was great, Dodgy engaged with the crowd. Musicians that played at Bonny Boat/Corn Exchange during the event were taking future bookings.
- Bonny Boat put tables & chairs outside which encouraged more customers to come and relax. Sunday was a by busier day.
- North Church Side road was closed but this also restricted access for pedestrians to get to some pubs.
- Comments: 'Bars should be allowed to use their outdoor seating areas; this would help trade hugely. BBQ/other food would have been a good'. KS responded that a market style food area down North Church side might be an obvious solution which would keep it out of the entertainment area but be near enough for people to get to. This will be discussed with the Police/Council when planning for next year.
- KS went through the findings of the post-event analysis:

Awareness – Did you know that Hull Trinity Festival was taking place?

96% - Yes

4% - No

Marketing – Did you receive Hull Trinity Festival marketing material?

91% - Yes

9% - No (*Some business's said the brochures needed to go out earlier as it was a bit of a rush*)

Improvements – Did the 2013 event improve on last year's Hull Trinity Festival?

61% - Yes (*Some retailers i.e. Superdrug/Bon Marche noticed an improvement*)

4% - No

35% - Don't know

Programming: Main Stage – What did you think to the line-up of music acts on the Main Stage?

48% - Good

35% - Average

17% - Don't know

Programming: Venues – What did you think of the line-up of music acts across other venues?

17% - Good (*There was a good standard of musicians at Bonny Boat/Corn Exchange*)

48% - Average

4% - Poor

31% Don't know

Impact on businesses – Did you see an increase in business during Hull Trinity Festival?

65% - Yes (*Sunday seemed to be a better trading day*)

31% - No

4% - Don't know

Business revenue – If you saw an increase in revenue, how much?

46% - 1-25%

40% - 25-50%

7% - 50-75%

7% - 75-100%

Collaboration – Did your business do any additional in-house promotion for Hull Trinity Festival?

35% - Yes

56% - No

9% - Don't know

Online engagement – Did you see any social media activity about Hull Trinity Festival?

44% - Yes

52% - No

4% - Don't know

(Age groups & social media usage of people taking the survey may have had an impact on the results)

Location – Should Trinity Square be used as a live music venue again in the future?

100% - Yes

Investment – Should HullBID invest in Hull Trinity Festival 2014?

91% - Yes

9% - Don't know

Business comments – More advertising is needed, flyer-dropping to addresses as well as town centre, more promo posters around town; road closures at North Church Side were also closed to pedestrians restricting access to some of the pubs, advance warning of road closures would have been useful.

'Experience Hull'.... a guide to Hull Pubs, Clubs, cafe bars:

- The guide is about to go to print. Proof copies were passed around attendees to share any comments.
- RJ mentioned some of the images focused too much on one particular pub featured in the guide – KS responded that this was purely due to what images pictures were available at the time but she would look at this.
- General feeling was good and looking forward to the guide being produced and distributed.
- Key distribution points – Tourist Information Centre, Hotels, University and College, Bars, Restaurants, specific door drops to some of the villages and more.
- The guide will sit under the "Experience Hull" brand which will be developed by HullBID in 2014 (to incorporate a dedicated website which will also be utilised to promote other festivals and activity). HullBID hopes to work with other stakeholders to increase the profile of the city, including Bondholders and Hull City Council.

Christmas 2013 – Advertising/Broadcast Campaign/Christmas Activities

- Over 2 million people will be targeted with a dedicated campaign
- TV advert on during peak slots - between Coronation Street/Emmerdale etc
- Off peak slots – between Loose Women and early morning shows
- Hull Daily Mail/Journal advertising
- Cinema advertising at all city cinemas
- Radio adverts – Viking FM/KCFM
- Bus sides and backs
- Adverts within door drop 'lifestyle' magazines
- The campaign incorporates the only website dedicated to Christmas in Hull www.christmasinhull.co.uk. Any businesses with Xmas offers to pass on to Jane at HullBID to add to the site.

Dates for your diary (visit Christmas in Hull website)

- 30th November – Victorian Christmas event at Streetlife Museum (incorporating outdoor market)
- 19th December – Trinity Outdoor Market
- 19th December - Night with Elvis, Trinity Church
- 21st December – Live Nativity, Trinity Church

Hull Business Improvement District Awards 2014:

The HullBID Awards will recognise and celebrate the excellent work carried out by employees/employers of BID businesses and organisations to help promote the area as a destination of choice for visitors, investors and residents.

The awards will:

- Highlight efforts made to ensure Hull city centre is a safe, vibrant and enjoyable environment
- Highlight the significant steps taken by Hull BID members to promote Hull city centre, its businesses, attractions and events
- Provide the opportunity to recognise successful and enterprising businesses and organisations within the city centre
- Generate significant positive publicity about individual businesses and Hull city centre
- Encourage a strong sense of identity and recognition for BID members

The categories are:

- Safe City Award
- Pavement Pride Award
- Outstanding Employee or Team Award
- Best Business Start-Up Award
- Community Spirit Award
- Outstanding Business Development Award
- City Ambassador Award
- Service with a Smile Award

Full details will be posted on the website shortly including how you can nominate.

HullBID Business Networking Event:

The next event will take place on Thursday 30th January, 5.30pm-7.30pm at The Deep. Colin Brown, Chief Executive of the Deep will be the guest speaker; there will also be a buffet.

Any other business:

- Humberside Police - Operation Yuletide – providing a focus on preventing retail crime in the build up to Christmas. During November and December there will be an increase of high visual foot patrol policing within the City Centre.
- Businesses still need to monitor and report vagrancy, anti-social or drunken behaviour to HullBID. Change might only happen if we persistently alert the Police to the issues affecting businesses.
- Random bag searches was discussed by the group. MA advised that if someone comes to the door and there is a clear sign saying random bag searches are carried out and they refuse, you have the right to refuse entry. However, it has to be a voluntary search... only the police have the right to search under legislation.
- The policy of smoking e-cigarettes was discussed. Licensee's discretion but police recommend a blanket ban policy as it could cause conflict with cigarette smokers.

Date/time of next meeting: **Bonny Boat pub, Tuesday 17th December 2013 at 3pm**