

**EVENING ECONOMY GROUP
NOTES FROM MEETING HELD TUESDAY 13TH AUGUST 2013 – JAZ BAR**

Present: Robert Jackson (Burlington, Trinity, Star of the West), Ellie Burrell (Jaz), Karl Jeffrey/Alex Jeffrey/Carl Conway-Davis/Steve Barley (Garbo's/Lizard Lounge/Rumours), Mick (Olde White Hart), Dean (Bonny Boat), Landlady Hull Cheese,

Previous Minutes: Agreed

Hull Trinity Festival – 20/21/22 September

- All bars have now received a letter with details of how to be involved – deadline for providing details of acts extended to **TUESDAY 20TH AUGUST**. All venues to look into this as urgent as the brochure will be less attractive and informative without.
- Stewart Baxter from The Warren is handling all music aspects for central stage in Trinity Square. Main stage activity on the Saturday and Sunday only.
- Holy Trinity Church has been consulted and music will not interfere with their activity.
- Currently sourcing headline act for the finale on Sunday, prior to this all acts will be from local scene.
- Big financial investment from HullBID – objective is to drive business to this part of the city and raise perception that the city is safe and vibrant. Music finishes on the main stage at 7pm Saturday and 8.30pm Sunday enabling revellers to go onto bars thereafter.
- Facebook and Twitter campaign – everyone to get involved to raise awareness (as Humber Sesh did)
- The event will be as successful as we (all jointly) want to make it!!!

Launch of Purple Flag Week

- Hull Trinity Festival will kick-start the launch of Hull's first 'Purple Flag week'. The aim is to have a week of events and activity to raise awareness that we have a flag and also to tie in with a nationwide campaign where other Purple Flag cities will be doing similar things.
- Everyone is invited to get involved.... purple wigs, purple balloons, purple cocktails... anything that helps raise awareness.
- HullBID and partners will be looking at other ideas including purple lighting in some of the streets

Hull Pubs, Clubs, Bars guide

- Work will commence shortly on the guide. This is in demand to what eve econ businesses asked of BID.
- The project will be outsourced to a marketing agency because of the volume of businesses involved. The agency will write the narrative for venues for approval.
- Hoping print run will be late September ideally for distribution at Trinity Festival, thereafter Fresher's at Hull Uni, Hull College etc but because of tight deadlines it may be delayed.
- Will also door drop, leave at venues, Tourist Info Centre, hotels etc.
- PR campaign will help launch the guide.

Issue with drunk and antisocial behaviour in old town

- BID has injected some funding to ensure more patrols by Police officers (not PCSOs) particularly around the swing bridge area which seems to be having good effect.

- BID has lodged a written concern with the Police regarding the antics of drunks around Silver Street, citing incidents that have been witnessed by businesses and our support officers. The Police need evidence from businesses in order to be able to take action. Any business witnessing or being involved with anti-social or drunken behaviour to ring Kathryn or Alana and we will forward an official complaint to the Police on your behalf.
- BID has been in contact with Matthew Grove, the Police and Crime Commissioner to raise the issue. He sympathised and offered to help whenever he can.

Hull Voice – introduction by Steve Barley of Garbo’s

- Steve discussed a new initiative... ‘Hull Voice’, set up to unify the old town pubs and raise awareness with the public about the vibrant and diverse offer in a safe environment.
- Hull Voice acts as a messaging service and also a sounding board for any ideas business might have.
- Although Hull Voice is operating independently with no involvement from HullBID, it is appreciated that an old town business is happy to act as the conduit of information from business to business.
- Hull Voice also offered to deal with issues after hours (when BID team is unavailable).
- Visit www.hullvoice.org.uk for more details or speak to Steve.

Freedom Festival

- Pre-event flyers have been distributed by Freedom events teams – a copy of the recent flyer was handed out.
- Businesses to be aware that even though the majority of activity is Humber Street/Pier area, revellers will filter through to the town (much as they did when Humber Sesh was on).

HullBID Networking Events

- Next event will be at Hull Truck on Thursday 24th October starting 5pm. Open to all BID members.
- Find out more about BID activities, proposed events and network with other like-minded businesses in an informal environment.
- Register your name with Alana, alana@hullbid.co.uk if you are coming.

Any other business

- Mick from Ye Olde White Harte raised a concern about drinkers walking from the Yum! Festival over to the old town (as witnessed by Ann at The Empress). KS to speak with the organisers about making the venue more secure in 2014 to prevent this.
- Mick wanted to raise a concern about the Yum! Festival and where it was situated, saying it could be detrimental to old town businesses. However KS responded that space was limited within the city centre which often dictated where events are held. Without festivals and lively events, people would see the city as having *nothing going on* and would go elsewhere. It is vital that perceptions are changed to increase footfall and this is gradually happening helped by popular events such as Freedom, Yum!, Humber Sesh the forthcoming Hull Trinity Festival etc and because of the Purple Flag Award.
- Mick also asked about the potential ‘late night levy’; this is a levy that could be charged to businesses operating after 12 midnight until 5am (mostly licensed premises). KS responded that HullBID had approached the Council stating that as all businesses in the city centre pay a BID levy, this funding contributed towards making the city safer. It was also pointed out that Hull city centre gained Purple Flag because of the excellent police initiatives already in place (so no extra funding is needed). To date, the Council has said it will not be charging the late night levy.

Date/time of next meeting:

Meeting at Bonny Boat pub, Tuesday 17th September 2013 at 3pm