

Present:

Jim Harris (in the Chair)
Guy Falkingham
David Hatfield
Victoria Jackson
Ian Kelly
Steven Marsay
Tim Powell
Jon Pywell
Tony Wilkes

St. Stephens
Blueprint
First Group
Kingston Recruitment
Hull & Humber Chamber of Commerce
Debenhams
Scotts Property LLP
Hull City Council
Princes Quay

In attendance:

Phil Ascough
Alana Ennis
Cllr Martin Mancey
Neil Hodgkinson
Dave Houchin
Mike Outram
Kathryn Shillito
Kate Thompson
Diane Wehrle
Sam Lowton

XD Network
Hull City Centre BID
Hull City Council
Mail News & Media Ltd
Humberside Police
Hull Trinity House Charity
Hull City Centre BID
Sowden & Sowden
Springboard
Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. WELCOME & APOLOGIES FOR ABSENCE

The Chair welcomed new Directors, David Hatfield and Tim Powell to the meeting, along with observers Neil Hodgkinson of Mail News and Media Ltd and Mike Outram of Hull Trinity House and round table introductions were given.

Apologies were received from Lee Appleton, Cllr Bayes, Luc Perquin and George Tambaros.

2. MINUTES

The minutes of the Board meeting held on 14th May 2013 were agreed as a true and correct record.

3. MATTERS ARISING

Evening Closure of Lowgate to Traffic: Kathryn Shillito advised the meeting that a trial closure had taken place. She noted that a proportion of businesses in the area had raised their concerns that the pending closure had not been communicated very well. Jon Pywell advised that the trial had received positive feedback. Cllr Mancey stated that he was not aware of any funding being available for hydraulic lifting bollards. He and Jon Pywell would look into this and report back.

4. YUM! FESTIVAL UPDATE

Kate Thompson of Sowden & Sowden joined the meeting and gave an update to the Board.

YUM! would take place from Thursday 8th through to Saturday 10th August 2013 and would be held in Queen Victoria Square and along King Edward Street. Kate highlighted the YUM! Emporium with stalls, exhibitions and the Main Dish – hosted by Darren Lethem of KCFM, along with the Children's activity area, cookery demonstrations, the beer and cider festival and the programme of live music events.

Fringe activities would potentially be taking place at the 3 shopping centres, Hull History Centre, Creator College and Hull Central Library. It was also hoped that many member pubs-and eateries would become involved.

Kate advised the Board that 10,000 brochures, 250 posters and 1,000 beer mats would be produced. A photographer and promotions team would be out and about in the city centre distributing the YUM! Brochure in the weeks leading up to YUM! A number of competitions would run throughout the event and entry forms could be found on the back of the YUM! Brochure. YUM! would also be promoted by the Trinity Outdoor Market.

YUM! would be promoted on KCFM, and adverts and editorial would be placed in the Hull Daily Mail and 24seven. Twitter and Facebook were being utilised and the new YUM! website had been launched. A business networking breakfast would also be held to launch the event.

The Chair thanked Kate for the update and also thanked Guy Falkingham for his input. He noted that a fantastic event had been put together and that PR would be very important, with a need to extend the geographical reach of the event.

Phil Ascough advised the Board that he would be working with Sowden & Sowden on PR in the run up to the event and press releases would be put out to local and regional press. He suggested that Burnsy would probably offer good coverage on BBC Radio Humberside.

Neil Hodgkinson suggested more videos of the event should be produced, to enable a wider online audience to be reached.

Dave Hatfield agreed to display YUM! banners in Paragon Interchange, as well as at Brough Station.

Dave Houchin asked if the event would involve community diversity. Kate Thompson advised that it was hoped a big mix of communities would be involved and Jon Pywell suggested that Kate contact the Diversity Team at Hull City Council, who could support community diversity involvement.

5. SPRINGBOARD

Diane Wehrle, Marketing and Retail Insights Director at Springboard joined the meeting and presented on footfall counting and comparisons with other cities.

In Hull, Springboard measured footfall by utilising 6 cameras which covered defined zones. Data was recorded 24 hours a day, 7 days a week and the data gained was audited daily by Springboard and uploaded daily to an internet server, where it was permanently stored.

Springboard worked in collaboration with the British Retail Consortium and the Association of Town Centre Managers to enable national benchmarking and it was noted that 80% of the countries spend was accounted for by Springboard.

Nationally, footfall had dropped by 25% from 2007 to the end of 2012, with the biggest drop showing in the months of November and December. During 2012 footfall fell more on the High Street than in Shopping Centres and Retail Parks, but the High Street had performed significantly better in 2013, with the exception of March and May. Night time footfall had shown more resilience.

Diane advised the Board that the greatest impact on footfall had been lifestyle changes, rather than online shopping. With online shopping accounting for only 9% of total spend, it was noted that the gap between online and town centre shopping was narrowing.

Diane presented a comparison between Hull and other city centres. She noted an annual % change in footfall between 2010 and 2012 as -1.8% in Hull, against a national average of -7.9%. A 5% drop had been experienced in Hull from January to June 2013, and a 3.3% increase had been experienced in Leeds, with the opening of Trinity. It was noted that Hull was tracking the national footfall average.

Springboard's other services were highlighted and the benefits of Perform and Milestone were explained.

Discussion followed with regard to the importance of footfall data and how it was used by HullBID to reinforce its message. Victoria Jackson commented that it was important that the footfall data was gathered by an impartial party in a measured and objective way. Jon Pywell noted how important such data was, and highlighted how useful it would be to support the UK City of Culture bid. Diane Wehrle suggested contacting Ged Gibbons, Chief Executive at City Central Liverpool, who had effectively used footfall data for the European City of Culture bid.

The Chair noted that comparison data was an essential tool to attract new business into the city centre.

6. MANAGEMENT ACCOUNTS

The eight month management accounts to 31st May 2013 were covered.

Kathryn Shillito advised the Board that areas of under spend were due to timing of events and would balance out over the course of the financial year. The increase from £75k to approximately £85k in the final 'windfall' payment from Hull City Council was noted, and a collection rate of just under 40% had been achieved on the levy invoices which had been sent out in June. The Board were advised that overall a 10% surplus was expected at the end of the financial year.

Ian Kelly indicated that he was confident that the finances were in good order and noted thanks to Hull City Council for their support with cashflow.

There being no further questions the eight month management accounts were approved.

7. BID CHAIRMAN'S REPORT

The Chair updated the Board on recent activities, including:-

One Hull of a Boat: the P1 Powerboat Championship had taken place in Hull on the 1st and 2nd of June 2013. HullBID had held a hospitality event on the 1st June at the Minerva Hotel. It was noted that it had been a very successful day.

HullBID event at BizWeek 2013: "Win More Local Business" introduced by the Chair and presented by Chris Middleton of eskimosoup had taken place at the Mercure Royal Hotel on Wednesday 5th June 2013. 48 out of 50 attendees had been present. Thanks to Luc Perquin were noted. Good feedback had been received and it had been agreed to hold another event during BizWeek 2014.

UK City of Culture 2017: recently met with Cllrs Bayes and Mancey to discuss the bid.

Chamber – P&O Ferries: following on from a recent Hull & Humber Chamber of Commerce, Chamber Council meeting onboard the Pride of Hull a meeting has been arranged with Sally Booker, Port Manager Hull & Teesport to look at ways of attracting more ferry passengers into Hull city centre.

Bondholders: recently met with Leahanne Mollon to discuss the scheme. Kathryn Shillito advised the Board that membership would cost £500 per year and explained there could be mutual benefits. Co-funding had already been secured from the Bondholders towards costs of a project that HullBID and Bondholders were working on to install graphics in the north stand concourse at the KC Stadium. Kathryn stated that she was keen to build links where possible to encourage visitors into the city centre.

Discussion followed regarding membership, and the need to encourage partnership working. Steven Marsay asked if all BID levy payers would be included in the membership – Kathryn Shillito would raise this question with the Bondholders, but it was unlikely. It was agreed that HullBID could join the Bondholder scheme for a one year if Kathryn wished and she could measure and review the benefits during the term.

Ian Kelly suggested that the Chair and Kathryn Shillito might wish to explore the idea of how HullBID could help Hull City Council market Hull and the city centre more with Cllr Mancey and Jon Pywell.

8. BID MANAGER'S REPORT

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

BID Business Network: Kathryn advised the Board that the first event would be held at the Hull History Centre on Thursday 25th July 2013; the events were in response to business requests. An e-flyer for the event had been produced and would be distributed. She added that it would be good if Board members could attend.

University of Hull: Kathryn and the Chair had met with Prof. Callie Pistorious. She noted that it had been a very productive meeting and that Prof. Pistorious had been impressed that HullBID funded musicians for Graduation Week. It had been agreed that HullBID would train the University's Student Ambassadors and introduce them to the old town, museums, and other places of interest. A route would be mapped out to take in the Marina, High Street and shopping centres. Alana Ennis had hosted a HullBID stand at a recent University Open Day and had distributed the Dine brochure and HullBID literature. Kathryn had sat on a panel at the Parents Forum and had spoken about Purple Flag and city centre events. It was also noted that HullBID would have a stand at the University during the Fresher's Fair in September 2013.

13 Bistro & Bar Launch: Kathryn advised the meeting that support had been given by co-hosting the launch on Thursday 16th May 2013 (at no cost to BID). There had been a reasonable turnout and an article on the launch would be included in the next HullBID newsletter, it was also hoped that the Hull Daily Mail would cover the launch.

Da Vinci's: Kathryn advised the Board that she had recently helped the new restaurant owners with a licensing issue. She had taken them to meet Keith Fenner, Hull City Council's Licensing Manager. It was noted that the owners had been very grateful for the support and help offered.

Humberstone Police: Kathryn advised the Board that she had attended a meeting with Steven Rimmer, Director General Home Office Crime and Policing Group. The meeting had been held at the Osborne Street Police Station and Kathryn had presented on the work of HullBID and Purple Flag status. Collaboration between HullBID and Humberstone Police had been highlighted.

New Managing Agent of Portland Hotel: Kathryn reported that she had recently met with the new managing agent and would be working with them to launch the 124 room student accommodation, leaflets had already been distributed at the University of Hull. It was hoped that the Lord Mayor of Hull would officially open the student accommodation.

Welcome to Yorkshire: an initial meeting with Liz Tattersley, Area Representative had taken place to explore ways that Welcome to Yorkshire could promote Hull as a visitor destination. Membership would cost circa £350 per year. It had been decided that this would not be progressed at this time. Jon Pywell noted that VHEY were the main marketing agency for the area.

Purple Flag: Kathryn advised the Board that the light touch re-assessment schedule had been received. The deadline for submission was the 3rd October 2013 and the Accreditation Panel would meet to discuss the re-assessment on the 28th November 2013. Kathryn added that the re-assessment would follow up on KPIs and that she was confident that the re-assessment would be successful. She noted, however there was still a need to get the message out about Purple Flag status. Alana Ennis would be attending a Purple Flag workshop in Birmingham on the 22nd July – the key purpose of the workshop would be to shape the overall direction, content, messaging and support for Purple Flag Week 2013.

UK City of Culture 2017: Kathryn reported that she had recently met with Andrew Dixon and Alana Ennis had attended a number of City of Culture tasking group meetings. Kathryn added that it was great news to be shortlisted and congratulated Jon Pywell on the enormous amount of work which had gone into the bid. She advised the Board that HullBID events would filter in with Hull City Council's programming and an investment of £150k would be made by HullBID into marketing generally.

Freedom Festival 2013: Kathryn advised the Board that she and the Chair had recently met with Rick Welton and Graham Chester who were organising the festival. An early indication of the programming was given and HullBID Support Officers would help by communicating details to businesses, particularly about road closures.

Other Meetings: Kathryn Shillito updated the Board on other recent meetings with businesses in the HullBID area, which included Paul and Steph Cotson at the Olde English Gentleman – cleaning works were now complete and working together on a networking event; the new proprietors of the George Hotel on Land of Green Ginger – working with Regional Managers from Enterprise Inns to build ties; Stefan Marz at Cuckoos regarding cameras; Vicky Mumby at Originals Hair Rooms regarding PR; Claire Warren at Pickering & Ferens Homes and John Harding, the new Programme Director at Viking Radio.

Kathryn noted that Alana Ennis was currently putting together a brochure for the evening economy and she was also heading up the Trinity Music Festival. She gave her thanks to Alana and added that she was an exceptional asset to HullBID. The Board were also advised that a new Business Liaison Officer had been recruited – Melanie Toogood would start work on the 29th July 2013 and a thorough induction would be undertaken.

ii) The press log was tabled. Phil Ascough advised the Board that most PR activity was on YUM! at present, with PR planned for Trinity Music Festival, Purple Flag Week 2013 and the Purple Flag re-assessment. In between planned activity he would be working with BID levy payers to promote their good news stories.

9. HULL CITY COUNCIL CITY CENTRE REPORT

i) Due to time constraints no City Centre report was given.

ii) UK City of Culture 2017

Jon Pywell presented on the UK City of Culture 2017 bid. He gave a background to the UK City of Culture and advised that from 11 original applications, Hull had been shortlisted, along with Leicester, Dundee and Swansea Bay.

Jon highlighted some of the reasons why Hull had been shortlisted, these included the City Plan/Tactical bid strategy; the work and support of the Leader and Portfolio Holders of Hull City Council along with the City Leadership Board and the Culture 17 Steering Group; the 'mini summits' which had taken place, with over 140 consulted; distinctive programming, including Alumni/International University and over £1.6m of media activity.

The bid had been built on four 'Step Changes': Increasing public participation and learning; Growing the size and strength of the cultural economy; Cultural regeneration; and Transforming attitudes and aspirations for Hull as a place to live, work and visit.

There were four programming themes:-

Roots and Routes – which would explore peoples' roots in the city and the history, heritage and contemporary demographics of a city at the heart of migration and transition. Hull – a city born where East meets West on the tide of two rivers.

Made in Hull – which recognises Hull's production base and rich alumni from theatre, music and writing to energy, caravans and technology. Hull – a place where new work was made and commissioned, whether it was Richard Wilson's work for Heathrow airport, a new dance commission, or jewellery made at the Oresome Gallery.

Freedom – which recognised the unique contribution of Hull in the freedom movement, but also the sense of space and independence of thought, hailed by Larkin, Hockney and so many artists that had worked in the city.

Quirky – a city of surprises, which takes risks, is off beat and its sense of humour and celebrates 'Hullness' – from white phone boxes to the Museum of Club Culture, Larkin's Toads and gardens in cars – Hull dares to be different.

It was noted that the programme would be immense, and would have 1,500 events, 25 festivals, 12 major commissions, 12 artists in residence. The programme would also include mass participation; regional, national and international partners and have a £11m budget.

Feedback on the bid had been received from Regeneris, who had commented that it was an excellent bid, but was missing the 'Wow' factor – big events were needed that would draw visitors in from outside the area.

Jon advised the Board that 100% commitment was needed to the bid, as the media, the Department for Culture, Media and Sport and the other shortlisted cities would be watching. He also noted the importance of the backing of Peter Mandleston, Virginia Bottomley and local MPs

Jon highlighted what HullBID could do to support the bid. Areas included strategic support – Cultural Partnership Board membership; lobbying/briefing, both internally and externally; communication via the media and social media; and support with programming and shaping events over the medium and long term.

In closing his presentation Jon noted the importance of marketing the UK City of Culture 2017 and asked HullBID to consider how it would support the marketing budget. Jon also asked HullBID to write a letter of intent.

Discussion followed on a variety of issues including previously successful events that the city had hosted with the 'Wow' factor, including visits by Foreign Presidents and Prime Ministers organised by the Council and the Chamber as part of the Wilberforce Bi-Centenary Celebrations and the Clipper round the world race with world promotional and trade events across the globe led by the Chamber and the University. Victoria Jackson highlighted the Rank Organisation as a potential source of funding.

9. ANY OTHER BUSINESS

There was no other business.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 17th September 2013, 10:00am at the Chamber's offices 34–38 Beverley Road, Hull.