

Present:

Victoria Jackson (in the Chair)	Kingston Recruitment
Lee Appleton	Prospect Centre
Guy Falkingham	Blueprint
Jim Harris	St. Stephens
Ian Kelly	Hull & Humber Chamber of Commerce
Steven Marsay	Debenhams
Luc Perquin	Mercure Royal Hotel
Jon Pywell	Hull City Council
George Tambaros	Hull & Humber Property Lettings
Steve Trynka	Rollits
Tony Wilkes	Princes Quay

In attendance:

Kathryn Shillito	Hull City Centre BID
Phil Ascough	XD Network
Cllr Martin Mancey	Hull City Council
Kevin Priestley	Hull City Council
Sam Lowton	Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. WELCOME & APOLOGIES FOR ABSENCE

The Chair welcomed Cllr Martin Mancey, Hull City Council Portfolio Holder for Environment/Transport and Emergency Planning to the meeting. It was noted that Cllr Mancey was in attendance as proxy for Cllr Bayes.

Apologies were received from Cllr Steven Bayes and Inspector Lee Edwards.

2. MINUTES

The minutes of the Board meeting held on 20th November 2012 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. PROCESS FOR ELECTION OF NEW CHAIR

The Chair advised the Board that nominations for the position of HullBID Chair should be made in writing or by email to the Company Secretary (Sam Lowton) by 28th February 2013. The election would be held at the Board meeting following the AGM on Tuesday 12th March 2013.

5. MANAGEMENT ACCOUNTS

The three month management accounts to 31st December 2012 were tabled.

Kathryn Shillito advised the Board that the accounts were an accurate picture. She noted that the Ambassadors actual was under budget due to the timing of the transition of Jennifer Marshall from full-time PA to part-time Business Liaison Officer role (funding for this role had been taken from the Ambassadors budget). This had had a knock-on effect on the staffing budget. The expenditure areas that showed little or zero spend (CCTV,

evening economy) was reflective of funding accumulating for bigger one-off events or initiatives, i.e. when the budget was set in October, it could not always be anticipated which month funding would be drawn down, therefore the budget was split over the 12 months.

The net surplus of £59,083 was noted.

No questions were raised and the three month management accounts were approved.

6. CHRISTMAS CAMPAIGN EVALUATION

Kathryn Shillito presented on the measurement and feedback of the Christmas Campaign 2012.

The objective of the campaign had been to create a simple, clean and clear campaign that used strong adjectives with a twist to promote perceived benefits, coupled with a simple, easily communicated value proposition.

Kathryn Shillito covered the advertising campaign reach figures which had been provided by Adrenaline. The highest reach figures were noted as:-

Stagecoach and East Yorkshire Motors Services bus backs – 4,521,440
ITV Yorkshire – 2,669,750
BBC Regional News/Look North – 2,500,000
Capital FM – 1,955,000
Viking FM – 1,663,516

The online campaign figures were noted as:-

6,772 unique visits to christmasinhull.co.uk website
71.31% of visitors were new to the site, 28.69% were returning visitors
36,860 page views with an average of 3.98 pages viewed per visit
Average visit duration was 2 minutes and 38 seconds
The 'bounce rate' was 39.89%

A breakdown of how the 9,256 total visits arrived at christmasinhull.co.uk was given as:-

36.91% Search Traffic (through search engine such as Google)
39.27 Referral Traffic (through links and other websites)
23.82% Direct Traffic (by going directly to the website typing in the URL)

It was noted that the Facebook ChristmasInHull page received 572 likes, reaching approximately 2,116 views and a recorded 216 people were talking about the page with likes and shares. The Twitter account @ChristmasInHull had 766 followers, with over 200 tweets posted.

Kathryn Shillito covered feedback from the general public and businesses.

Jim Harris commented that the Marketing Group had taken a big leap of faith and that he felt the results had been fantastic. He congratulated the team and added that it was important to start the process now for Christmas 2013.

Discussion followed regarding evaluation of the feedback. Kathryn Shillito stated that there was a need to decide if more of the marketing budget should be spent on post evaluation.

7. BID MANAGER'S REPORT

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

New Staff Member: Kathryn Shillito advised the Board that the position of Projects and Events Manager (Deputy BID Manager) had been offered to Alana Ennis, and a start date of 28th January 2013 was anticipated. The role of Business Liaison Officer, which Jennifer Marshall would move in to was noted as well.

Meetings with the Leader of the Council: Kathryn Shillito advised the Board that meetings with the Leader of the Council continued to take place. Saville Street traders had attended the last meeting and raised their concerns over the tree at the top of Saville Street which obstructed the view of shop fronts. It was noted that the meeting had been positive with the tree conservation officer agreeing to look into 'crowning' the tree and additionally Kevin Priestley had agreed to provide the Saville Street traders with images of signage which had been used in the Old Town which could be mirrored down Saville Street (BID to possibly fund).

REYTA: Kathryn Shillito advised the Board that HullBID had entered the REYTA's for the first time under the 'Remarkable Event' category for the Hull Trinity Music Festival. She noted that this was a great way to raise the awareness of HullBID.

Holy Trinity Church: Kathryn Shillito advised the Board that lighting to the west end of the Holy Trinity Church and the Andrew Marvell statue would be officially switched on on 30th January 2013. The cost to HullBID for the lighting had been £1,500 and Hull City Council had also funded uplighting to some small trees on King Street to further enhance the square.

Purple Flag: Kathryn Shillito, Jon Pywell and Kevin Priestley had attended the award ceremony and received the flag. PR work was ongoing, along with other partners. The Chair asked how many purple flags could be used and Kathryn advised as many as were wanted. Kathryn added that she was investigating placing an advertisement on the empty advertising hoarding on the wall of Mecca Bingo. Beer mats had been printed and would be distributed and vinyl window signs were being sourced to go in the entranceways to food and beverage/evening economy outlets.

Marketing Group: Kathryn Shillito advised the Board that work had begun on the Food Festival and Fashion Week. A Tender documents had been written and sent out for Fashion Week; the Yum! tender will go out by end February.

Ye Olde Corn Exchange: Kathryn Shillito advised the Board that HullBID were supporting a re-launch of Ye Olde Corn Exchange on the 24th January 2013. Similar to the Garbo's re-launch, there will be no costs attached to BID. She noted that the re-launch demonstrated investment was taking place.

Levy Collections: Kathryn Shillito reported that the current collection rate stood at 91.75%. She added that she was pleased with this rate at the moment.

Trinity Outdoor Market: Kathryn Shillito advised the Board that HullBID were working closely with organiser Julie Buffey. Visitor numbers to the market were increasing and HullBID had bought 3 new market stalls, with Hull City Council buying another 3. It was noted that the market stalls were a good investment, as they are often loaned out to BID businesses, particularly FRUIT.

Kathryn Shillito advised the Board that she had recently met with the owner of a new Bridal Shop (Something Special) on Brooke Street. Kathryn noted that the shop was a good new addition and the owner had expressed an interest in becoming involved in Fashion Week.

Kathryn Shillito noted that HullBID were keen to continue the supportive links with Hull College, which had been developed with Elaine McMahon. Gary Warke would be taking over from Elaine and Kathryn would work to maintain the good relationship. The Chair added that HullBID were keen to develop greater links with the University of Hull; BID already support Graduation ceremonies with music and activity but there was potential to offer City Centre tours to new students and Jon Pywell suggested a co-ordinated approach with VHEY during Fresher Week.

HullBID Website: Kathryn Shillito and Guy Falkingham ran through the visuals for the new HullBID website. It was explained that the new website would be aligned to the HullBID Strategy and would be interactive, with vibrant slider images and easy to navigate. Guy advised the Board that the idea behind the new website was to personalise the site. Text had been deliberately limited. It was noted that the home page would be used to highlight achievements and that the more regularly the content was updated, the better ranking would be achieved on search engines.

Kathryn highlighted the pages 'About HullBID' and was keen to promote open forum meetings. The page with the Board's contact details was discussed. George Tambaros suggested that each Board member be given an @hullbid.co.uk email address.

Guy advised the Board that the 'News' and 'Events' pages needed to be updated regularly and it was possible for this to be done internally, so as to keep it refreshed. Kathryn Shillito added that this would be an ideal job for an apprentice and that she had freed up some of the budget from Alana Ennis' salary to accommodate this. The Chair agreed that this would be a good idea.

Jim Harris commented on the Bondholders e-shot and suggested that HullBID should produce similar. Kathryn Shillito agreed, adding that this would be something that Alana Ennis would be working on.

Kathryn Shillito advised the Board that the next newsletter would reflect the new strategy and would align with the new website.

The Chair thanked Guy Falkingham for his input on the new website.

ii) The press log was tabled and noted. Phil Ascough covered PR activity and noted that recent coverage in the Hull Daily Mail had been worth circa £11,500. He added that there was a really good relationship with the Hull Daily Mail at the moment and going forward he intended to develop a series of pieces for the Hull Daily Mail to show what Hull BID was doing.

From the press log, Phil Ascough highlighted the coverage of Purple Flag by the Driffield Times and Post. It was agreed to include the Driffield Times and Post in future press releases.

8. HULL CITY COUNCIL CITY CENTRE REPORT

Jon Pywell advised the Board that 2012 had been a major year for cultural events. 16 major events had taken place during the year, 11 of which had focussed on the City Centre. He added that the economic impact of the events had been an additional spend of circa £12m, with circa 1.2m visitors to the events, and circa 500,000 visitors to the exhibitions of artists Leonardo, Warhole and Hockney. It was noted that the events had been successful through solid partnership working.

The theme for 2013 would be 'Welcoming The World', with a focus on the Rugby League World Cup.

Jon Pywell advised the Board that specific projects were being worked on for the Old Town, with signage changes and a proactive marketing campaign, and the Waterfront/Fruit Market area. He would report back at future Board meetings on the progress of these projects.

Jon Pywell advised the Board that progress had been made on closing Princes Dock Street to vehicles. He added that parking bays would be removed.

Jim Harris raised the issue of the City's entry points at the A63, the Ferry Terminal and the Rail and Bus Interchange. Jon Pywell advised that smaller task groups were working with partners to resolve issues. Cllr Mancey advised the Board that a meeting would take place in London on 7th February 2013 with the Secretary of State for Transport regarding the landscaped areas of the A63.

Lee Appleton raised the issue of the smell in the City Centre. It was noted that Steven Marsay had previously met with Cllr Bayes, Jon Pywell and Kevin Priestley regarding the issue. Jon Pywell indicated that Hull City Council had done all it could on the issue. Kevin Priestley commented that the problem was due to the historic drainage and that Engineers at Yorkshire Water were trying to organise regular 'flush throughs' of the system.

Steve Trynka raised the Squash Championships being held in Hull. Jon Pywell noted that it was important that the City hosted international events.

Kevin Priestley advised the Board that the main contractor on the footbridge was undertaking remedial works before the handover. He noted that these works should be

finished by the end of February 2013 and that it was planned that the footbridge would be open in early March 2013. The car park on Tower Street would go to Hull City Council's planning department during February 2013. George Tambaros asked if the retail unit on the footbridge had been let. Jon Pywell advised that NPS had shown a couple of interested parties around, but it had not yet been let. He added that the windows of the unit would be dressed with navigational signage whilst it remained empty. Kevin Priestley advised that Hull City Council were working with VHEY on marketing material which would be displayed in The Deep, to attract visitors there to visit the City Centre.

Ian Kelly enquired as to plans for Queens Gardens. Cllr Mancey advised that Hull City Council has some outline plans and were hoping to make a successful bid for funding, with the aim of joining up Queens Gardens and Queen Victoria Square. He added that limited funds would be spent in the interim to smarten Queens Gardens up. It was noted that the Queens Gardens Police Station and George Street multi-storey car park would be a significant development site.

9. ANY OTHER BUSINESS

George Tambaros advised the Board that he had sold The Omelette. It was noted that his operating business was Hull and Humber Property Lettings on Story Street.

The Chair raised the issue of the Holiday Inn Express objecting to paying the levy. The issue was discussed and the Chair and Kathryn Shillito would progress the matter.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 12th March 2013, 10:05am, following the Hull City Centre BID Ltd AGM which would be held at 10:00am. Both meetings to be held at the Chamber's offices 34-38 Beverley Road, Hull.