

**Present:**

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

**In attendance:**

Phil Ascough	XD Network
Lee Edwards	Humberside Police
Alana Ennis	Hull City Centre BID
Dave Houchin	Humberside Police
Kevin Priestley	Hull City Council
Kathryn Shillito	Hull City Centre BID
Sam Lowton	Hull & Humber Chamber of Commerce

**ACTION  
POINTS**

**1. WELCOME & APOLOGIES FOR ABSENCE**

The Chair welcomed Dave Houchin and Alana Ennis to the meeting and a round table introduction was given.

Apologies were received from Guy Falkingham, Steven Marsay and Steve Trynka.

**2. ELECTION OF NEW CHAIR**

Ian Kelly advised the Board that the previous three elections for Chair had been by a show of hands. As this election was contested, a secret ballot was recommended for the Board's agreement – there were no objections.

The Chair introduced the candidates and invited them to address the Board with their ideas of how they could fulfil the role.

The candidates were asked to leave the meeting whilst the secret ballot was held.

Ballots were counted including postal votes and the Chair called the candidates back into the meeting.

The Chair congratulated Jim Harris on his election as new Chair. It was agreed that Vickie Jackson would chair the remainder of the meeting before standing down.

The Chair stated that her time as Chair had been very up and down. She gave thanks to Jon Pywell and Kevin Priestley and congratulated Kathryn Shillito and the HullBID team on their ongoing work. She also noted the invaluable meetings with the Leader of Hull City Council, which continued to take place regularly and the outstanding support of Humberside Police.

The Chair commented on the many good initiatives and wonderful events that HullBID had delivered and planned to deliver and praised the partnership working which took place.

Jim Harris gave a vote of thanks for the great work that the Chair had undertaken over the period of her tenure.

### **3. MINUTES**

The minutes of the Board meeting held on 15<sup>th</sup> January 2013 were agreed as a true and correct record.

### **4. MATTERS ARISING**

Purple Flag: The Chair thanked both Luc Perquin and Tony Wilkes for displaying the flags at their respective sites. She asked Humberside Police to consider displaying a flag at their new site on Osborne Street.

Landscaped Areas of A63: The Chair asked Cllr Bayes for an update following Cllr Mancey's meeting with the Secretary of State for Transport on 7<sup>th</sup> February 2013. Cllr Bayes advised that discussion were ongoing with the Highways Agency. He also advised that Hull City Council had set aside a budget to improve certain entry point areas, notably the New York Hotel on Anlaby Road, areas on Holderness Road, and Beverley Road. Hull City Council also planned a major capital project for "Greening the City Centre".

New Footbridge: .George Tambaros asked for an update on the opening of the footbridge. Kevin Priestley advised that he would be meeting with the Homes and Community Agency on 13<sup>th</sup> March 2013 to establish a handover date. Work was ongoing to create linkages with The Deep to encourage visitors into the City Centre.

Holiday Inn Express: The Chair asked for a progress report and was advised by Jon Pywell and Kathryn Shillito that a letter had been issued.

### **5. FASHION WEEK**

Kathryn Shillito advised the Board that the Marketing Group had been through a full procurement process and Mercury Design and Marketing had been appointed.

Kelly Taylor of Mercury joined the meeting and gave the Board an overview of Mercury's experience.

A weeklong series of events had been planned, running from Monday 29<sup>th</sup> April 2013, with the finale being held on Saturday 4<sup>th</sup> May 2013 in the Paragon Interchange. The benefits of holding the finale at the Paragon Interchange included an 'open air' feel, yet still undercover if weather was inclement; the venue was directly opposite a main pedestrian crossing on Ferensway, with different doors leading in the direction of different shopping areas therefore driving visitors onto other shopping centres and department stores afterwards; the event would be visible to passers-by through the seven double station doors leading onto Ferensway; the venue would display promotional banners in the run-up to the event and allow the venue to be dressed on the day; the venue had plenty of backstage space with direct access to the catwalk area and the finale would be visible to circa 35,000 people who pass through the Interchange when travelling to the City by bus or train.

The finale would be hosted by Capital FM's breakfast presenter Jo Jo and the radio station's "Street Stars" along with Mercury's own promotional team would be outside the Interchange, as well in other parts of the City Centre, drawing attention to the event. Entertainment between catwalk shows would be provided by the Northern Academy of Performing Arts (a levy paying organisation based on Anlaby Road).

Kelly advised the Board that the website [www.hullfashion.co.uk](http://www.hullfashion.co.uk) would be going live by the end of the week and would leave a retail legacy. Social media would also be used, with the aim of trebling the current number of followers on twitter and likes on facebook.

Guerrilla marketing would take place on Saturday 20<sup>th</sup> April with a cat-walk style flashmob in Hull's shopping centres and on Saturday 27<sup>th</sup> April the 'pink bikers' – representative members of the Hull & District Motorcycle Club dressed in pink would stop at four key

shopping locations to collect funds for their charity and display the HullBID Fashion Week banner.

A 'Teaser' event of a style Queen and King competition was planned for Saturday 27<sup>th</sup> April 2013

Kelly covered radio and print advertising, along with public relations.

The Board were advised that post event evaluation and research would be carried out and a full post campaign report would be issued.

Kevin Priestley asked what would happen with the website after Fashion Week and Kelly Taylor advised that Mercury would change the website and HullBID would be able to update it.

Jon Pywell asked about linkages to VHEY. Kelly Taylor advised that she would be having discussions with VHEY and Bondholders.

The Board agreed that Mercury had put together a very good timetable of events and had created something that BID members would want to get involved with that would attract good footfall.

## **6. MANAGEMENT ACCOUNTS**

The four month management accounts to 31<sup>st</sup> January 2013 had been distributed along with a commentary on the accounts.

Ian Kelly stated that the finances were in good order. There were some timing issues, however, these would smooth out over the course of the year. Kathryn Shillito advised the Board that she was comfortable that budgets were being maintained.

Luc Perquin queried sundry costs. Kathryn Shillito advised that the sundry costs related to a table and the upcoming REYTA's (as HullBID had been shortlisted for an award) and the purchase of a uniform for Jennifer Marshall when she moved into the Business Liaison Officer role.

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

## **7. BID MANAGER'S REPORT**

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

Business Liaison Officer: Kathryn Shillito advised the Board that Jennifer Marshall was generating full reports from the appointments she attended, and any issues arising were being followed up. It was noted that there was a general acceptance and awareness of HullBID from levy payers and that the first HullBID surgery at Princes Quay had been a great opportunity for businesses to come and ask questions, and also to inform the general public of the work of HullBID.

Purple Flag: Kathryn Shillito advised the Board that PR work was ongoing and that beer mats and vinyl window signs were being distributed to food and beverage/evening economy outlets. It was also noted that purple flag banners were being displayed in the P&O Ferries Terminal.

Meeting with Matthew Grove, Humberside Police & Crime Commissioner: Kathryn Shillito advised the Board that she and Alana Ennis had attended an open meeting with the Humberside Police & Crime Commissioner and had discussed at length the work of HullBID and how it dovetailed with many of the PCC's objectives including restorative justice. It was noted that Matthew Grove had been asked to support Purple Flag by driving out the message and a media walkabout was to be arranged. He was also invited to speak at the Board meeting in July 2013. NOTE: This has now been put back to September.

Meetings with the Leader of the Council: Kathryn Shillito advised the Board that meetings with the Leader of the Council were now taking place monthly. The meetings continued to be positive and popular with levy payers. It was noted that issues with lighting on Saville Street, which had been raised at a previous meeting had been resolved almost immediately.

Meetings with New Businesses: Kathryn Shillito updated the Board on recent meetings with new businesses in the HullBID area, which included SGS in The Maltings, Enterprise Inns, who have five establishments in the City Centre, Mark Duckett who was opening a new restaurant in Warehouse 13 and Fruit Trade Music on Humber Street.

REYTA: The Awards would take place on Thursday 14<sup>th</sup> March 2013 and Kathryn Shillito advised the Board that HullBID had been shortlisted along with some stiff competition in the Remarkable Events category for Hull Trinity Music Festival. A table had been taken at the Awards for members of the HullBID team and licensees who had supported the event; the licensees covered the ticket cost themselves.

Holy Trinity Church: Kathryn Shillito advised the Board that the Lord Mayor had officially switched on the lights at a small gathering on the 30<sup>th</sup> January 2013. It was noted that Cllr Inglis had made a request to HullBID to clean up Trinity Square and Martin would be working on this.

CCTV: Kathryn Shillito advised the Board that the roll out to premises where alcohol is sold was continuing. Feedback received so far had been very positive.

HullBID Strategy: It was noted that objectives defined in the new strategy were now falling into place and that the newsletter and website had been redesigned to align with this. The first levy payers' forum had been pencilled for the end of March/beginning of April 2013.

YUM: Kathryn Shillito advised the Board that the tender was being finished off and would be sent out by the end of March 2013. It was hoped to collaborate with Guy Falkingham on a drinks festival.

HullBID Service Awards: The idea of an Awards Ceremony was being explored. The Board approved that a feasibility study, at a cost of £600, be conducted by Nicola Markham PR. Nicola had previously organised the REYTA's whilst employed at VHEY.

BizWeek: Kathryn Shillito advised the Board that the Marketing Group were considering HullBID taking part in BizWeek 2013.

ii) Alana Ennis presented the new format newsletter to the Board. She advised that the new format would include more reporting, more substance and more transparency. The newsletter would consist of six A4 pages, double sided and concertina folded, with news on one side and key points of the other. The newsletter would include a 3-month diary, project updates on the four pillars and name checks for new levy paying businesses. H&H had also produced a four page wrap-around with an introduction and strategy overview which would go out with the first newsletter.

The Board agreed the format and Phil Ascough requested that news stories be sent to him for inclusion. Jim Harris stated that although the newsletter was a good tool for communication, it was also important to make sure that the website was smartphone and tablet friendly as the online presence was crucial.

ii) Alana Ennis presented the press log to the Board. Coverage included the distribution of panic alarms, Purple Flag status, the role of the Business Liaison Officer, the £120,000 budget for HullBID events, the lighting of Holy Trinity Church, the opening of Fruit Trade Music, support for Shopmobility services and the St. Stephen's Customer Service Awards. Also covered was advertising of HullBID Fashion Week 2013 and radio interviews on VikingFM and BBC Radio Humberside.

Phil Ascough advised the Board that the print coverage equated to £21,300, and more than £53,000 in editorial coverage. He noted great support from the Hull Daily Mail and a high level of coverage at a time when no major events were running. The Yorkshire Post coverage remained sporadic, but it was hoped to feed the launch of HullBID Fashion Week 2013 into the Leeds office.

## **8. HULL CITY COUNCIL CITY CENTRE REPORT**

Jon Pywell advised the Board a bid would be submitted to become the UK City of Culture 2017. He noted that HullBID would be an important part of the process, along with other partnership working to put on an exciting programme of high profile events around cultural regeneration, over a 4-year period, to attract visitors into the City and to raise the profile of the City. Hull City Council had allocated a budget for infrastructure which would be matched with revenue funding.

Jon Pywell stated that it was essential that the Board support and “talk up” the UK City of Culture 2017 bid. George Tambaros requested further information and Jon Pywell advised that Hull City Council was currently working with Consultants to produce briefing notes. Kathryn Shillito suggested noting the bid for UK City of Culture 2017, along with the Purple Flag logo on email footers for positive reinforcement.

## **9. ANY OTHER BUSINESS**

Kathryn Shillito expressed her thanks to Vickie Jackson, who she noted had been a fantastic Chair for HullBID and hugely supportive.

Luc Perquin raised the plan to bring HMS Illustrious to a permanent berth in Hull. It was agreed that HullBID were supportive of the plan. It was noted that the Chamber and Hull City Council were also supportive.

Lee Edwards advised the Board that Jane Biglin would be his successor. He added that he had been involved with HullBID for 5-years and thanked the Board for their support in bringing the public and private sectors together to tackle common aims. Jim Harris suggested an early meeting with Jane Biglin to discuss future working.

Lee Edwards also advised the Board that there had been a 9% reduction in recorded shop thefts against last year's figures.

## **10. DATE OF NEXT MEETING**

The date of the next Board meeting would be Tuesday 14<sup>th</sup> May 2013, 10:00am at the Chamber's offices 34–38 Beverley Road, Hull.