

**Present:**

Jim Harris (in the Chair)	St. Stephens
Guy Falkingham	Blueprint
Victoria Jackson	Kingston Recruitment
Ian Kelly	Hull & Humber Chamber of Commerce
Steven Marsay	Debenhams
George Tambaros	Hull & Humber Property Lettings
Steve Trynka	Rollits
Tony Wilkes	Princes Quay

**In attendance:**

Phil Ascough	XD Network
Alana Ennis	Hull City Centre BID
Cllr Martin Mancey	Hull City Council
Mike Pennington	Mail News & Media Ltd
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 Mike Pennington to the meeting and round table introductions were given.

Apologies were received from Lee Appleton, Cllr Bayes, Dave Houchin, Luc Perquin and Jon Pywell.

**2. MINUTES**

The minutes of the Board meeting held on 12<sup>th</sup> March 2013 were agreed as a true and correct record.

**3. MATTERS ARISING**

New Footbridge: George Tambaros asked for an update on the opening of the footbridge. Cllr Mancey advised that this was imminent. However, the car park would not be opened at the same time as negotiations between Hull City Council and the Homes and Communities Agency were still taking place.

REYTA Awards: Kathryn Shillito advised the Board that unfortunately HullBID had not won an award. She noted however, that the recognition gained off the back of entering and being shortlisted had been worthwhile.

Castle Street: Cllr Mancey advised the Board that Patrick McLoughlin MP, Secretary of State for Transport had visited Hull the previous day to view Castle Street. Hull City Council had stressed to him the importance of reconnecting the city centre with the waterfront and the Secretary of State had made really positive comments regarding this. It was noted that Highways Agency project managers were also in attendance and had been working closely with Hull City Council officers recently. Cllr Mancey stated that he was cautiously optimistic for work to commence in 2015/16.

Ian Kelly asked if there were any plans in place for the ring road to ease access and egress to the Port. Cllr Mancey advised that provisions would be made in advance of the

work starting on Castle Street, he noted that an enormous amount of work would be done when a confirmed start date was given.

The Chair stated that this was positive news, however the devil would be in the detail.

#### **4. FASHION WEEK REVIEW**

Alana Ennis presented a review to the Board.

She noted that over 30 events had taken place, making this years' Fashion Week bigger and better than previous years.

Alana covered some of the highlights of HullBID Fashion Week which had launched on Saturday 27<sup>th</sup> April with a style Queen and King competition in Paragon Square and ride through the city centre by the 'pink bikers'; the Fashion Ed Conference with talks to circa 100 secondary school students which had taken place on Monday 29<sup>th</sup> April; the Make Fashion Your Business networking event, with guest speaker Lara Jenson at the Hull Truck Theatre on Tuesday 30<sup>th</sup> April; Afternoon Tea at the Mercure Hull Royal Hotel for the over 60s on Wednesday 1<sup>st</sup> May and Fashion Through the Ages at the Hull History Centre on Friday 3<sup>rd</sup> May which covered the work of Madame Clapham along with a week-long exhibition of replicas of her gowns.

It was noted that many retailers had also become heavily involved in HullBID Fashion Week putting on a number of fashion shows and related events. Something Special had held bridal vintage tea parties, the Dressing Room on George Street had used the week to celebrate the launch of their business and there had been a fashion and beauty themed market at Trinity Market.

The Whispering Window in Whitefriargate, which had taken place throughout the week, in conjunction with Feonic and Fruit Trade Music was noted by Victoria Jackson as having received excellent feedback.

Princes Quay had held a Quay to Style fashion show on Saturday 4<sup>th</sup> May with guest appearances by Atomic Kitten, Chris and Wes, Nineties Boy and Gary Cockerill and the Fashion Fest Finale had been held at the Paragon Interchange the same day with live fashion shows, dance acts, fashion related demonstrations and style stations.

Alana presented a video of the Fashion Fest Finale to the Board. The Board commended her for her video and the Chair also gave credit to Mercury Design and Marketing.

Kathryn Shillito advised the Board that evaluation sheets had been distributed and it was expected that Mercury would deliver their evaluation feedback by the end of May 2013.

#### **5. MANAGEMENT ACCOUNTS**

The seven month management accounts to 30<sup>th</sup> April 2013 were tabled.

George Tambaros questioned the levy collection costs from the income and expenditure account. Kevin Priestley advised that these were separate from the software upgrade which had been applied at the start of the second BID term, and that the collection costs were in line with charges applied by other Local Authorities for the collection of BID levies. Victoria Jackson reminded George Tambaros that it had been agreed that the costs for the software upgrade would be split over a 3-year period.

Kathryn Shillito advised the Board overall expenditure was slightly lower than anticipated when the budget had been set, this however would balance out over the course of the financial year. She highlighted that Ambassador actual was under budget due to the timing of the transition of Jennifer Marshall from PA role into Business Liaison Officer role. Additionally some areas that were showing underspend were where savings had been made and where funds were accumulating for larger, one-off events such as YUM and Trinity Music Festival.

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

## 6. BID CHAIRMAN'S REPORT

The Chair highlighted the performance indicators as shown on the newsletter. He advised that city centre footfall for April 2013 had been 2.7m, 30,000 more than the same period in 2012 and noted that shopping centres nationally were reporting a 6.5% fall in footfall.

The Chair updated the Board on the recent work of the Marketing Group, who's activities had included:-

BIDDIES: an independent feasibility study into running an Awards Ceremony had been carried out. General feedback on the idea had been positive and the possibility of a networking event in September would be investigated. General discussion followed. Mike Pennington offered to help and support where possible, but asked the Board to be mindful that the schedule for local awards ceremonies was heavy from September to December.

YUM: the event would be held on the 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> August 2013. The Chair noted a very good tender process. Sowden & Sowden had been awarded the contract.

Trinity Music Festival: consideration was being given to putting this out to tender. It was noted that the Marketing Group had agreed to increase the budget. Kathryn Shillito advised the Board that the possibility of closing Lowgate to traffic was being explored. She added that it was hoped to hold this year's Trinity Music Festival during Purple Flag Week, which would run from the 21<sup>st</sup> to the 29<sup>th</sup> September 2013.

Christmas 2013: a budget of £40k to 45k had been agreed, along with the in-house management of media spend. The Christmas lights would be switched on mid-November 2013.

One Hull of a Boat: the P1 Powerboat Championship would start in Hull on the 1<sup>st</sup> and 2<sup>nd</sup> of June 2013. Invitations would be sent out to HullBID levy payers and their families for a HullBID hospitality event on the 1<sup>st</sup> June at the Minerva Hotel. Guy Falkingham declared an interest and advised the Board that the Minerva Hotel would provide the catering and a paid bar, there would also be a real ale and cider festival. It was noted that this was an excellent opportunity to promote HullBID. The Chair gave his thanks to Guy and the Minerva Hotel.

HullBID event at BizWeek 2013: "Win More Local Business" introduced by the Chair and presented by Chris Middleton of eskimosoup would take place at the Mercure Royal Hotel on Wednesday 5<sup>th</sup> June 2013.

The Chair advised that there were vacancies for four Non-Executive Board Directors. Discussions had been held with Dave Hatfield of Hull Paragon Interchange and Tim Powell of Scotts, who had both indicated interest in joining the Board. The Board formally agreed to appoint both. It was also agreed to progress discussions with Jane Biglin of Humberside Police and Julie Buffey of Trinity Market.

George Tambaros asked about Humber Street Sesh, which would be held on 3<sup>rd</sup> August 2013. Kathryn Shillito advised that HullBID would be sponsoring a stage or two again this year and £2k had been allocated to sponsorship.

## 7. BID MANAGER'S REPORT

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

Walkabout with Matthew Grove, Humberside Police & Crime Commissioner: Kathryn Shillito advised the Board that the walkabout had taken place on 12<sup>th</sup> April 2013 to help raise awareness of the Purple Flag. She added that she had been delighted with the coverage from a range of media. Matthew Grove had agreed to speak at the Board meeting in September 2013.

Purple Flag: Kathryn Shillito advised that work was being undertaken for the "soft touch" reassessment, which would take place in September 2013. The reassessment would

cover policies delivered, improvements to public realm, successful events, and positive publicity, amongst others.

Key Meetings: Kathryn Shillito advised the Board that she and the Chair would be meeting with Calie Pistorius, Vice-Chancellor of the University of Hull to discuss ways of encouraging students into the city centre. Guy Falkingham suggested that Fresher Week would be a key opportunity.

Kathryn and the Chair had been invited to the BizWeek Dinner at the University of Hull on Tuesday 4<sup>th</sup> June 2013.

Kathryn had been invited to the launch of the Hull City Plan on Wednesday 5<sup>th</sup> June 2013.

The ongoing dialogue with the Trinity House Brethren was noted and Michael Outram (Estates Manager) appeared willing to get involved with HullBID. Ian Kelly suggested consideration of offering a Non-Executive Board Director place to Michael Outram. Steve Trynka suggested inviting Michael Outram to a future Board meeting as an observer so he could meet other Board members and get a better idea of what was involved. It was agreed to progress this suggestion.

Meetings with the Leader of the Council: Kathryn Shillito advised the Board that meetings with the Leader of the Council continued to be positive. She noted that he really picked up on some of the major issues which were discussed.

UK City of Culture 2017: The bid had been submitted. Kevin Priestley commented that Hull City Council were confident that the bid would get through to short listing.

Trinity Indoor Market: Kathryn Shillito advised the Board that various ideas had been put forward. Cllr Glew would be leading a task group and visits would be made to markets in Doncaster, Leeds and Leicester.

HullBID Networking Events: Kathryn Shillito advised the Board that many HullBID levy payers were asking how they could talk to other levy payers. A networking breakfast would be held at the Hull History Centre on Thursday 25<sup>th</sup> July 2013. It was hoped that the networking events could be held quarterly going forward. Steven Marsay commented that the skills of the Board should be used to add value to levy payers' businesses.

Kathryn advised the Board that Jennifer Marshall had resigned. Recruitment was underway and two very good interviews had been held so far.

Graffiti/Jet Spraying: Martin had recently removed 130 pieces of graffiti. Special thanks had been received from the Street Life Museum for work carried out on the Rank Hovis building. Jet spraying had been carried out around Holy Trinity Church. It was noted there were still issues with rough sleepers who were leaving detritus.

Meetings with New Businesses: Kathryn Shillito updated the Board on recent meetings with new businesses in the HullBID area, which included the Spencer Group, Yorkshire Linen, Originals Hair Lounge, Bagel Nash, JM Sports, Richard Parry – Interim Managing Director at Hull Trains, and the new Development Manager at Hull Truck Theatre. Kathryn also advised the Board that she would be following up on a visit that Mark Andrews had made to the Olde English Gentleman.

13 Bistro & Bar Launch: Kathryn advised the meeting that support had been given by co-hosting the launch and an open evening taking place on Thursday 16<sup>th</sup> May 2013 (at no cost to BID). The Chair congratulated the HullBID team for supporting.

Mike Pennington advised the Board that the Hull Daily Mail would be running a series of supplements titled "Local Matters" items covered would include life is local, procurement, and what's good about the city. He asked if any business had been lost to the recently opened Trinity in Leeds. Discussion followed and the Chair stated that Hull needed to focus on what it did really well.

ii) Alana Ennis presented the press log to the Board. Coverage included the appointment of Jim Harris as HullBID Chair, Purple Flag, a Hull Civic Society Award for the Trinity outdoor market, installation of CCTV and Fashion Week.

Phil Ascough advised the Board that the extensive free editorial coverage in the Hull Daily Mail, could potentially equate to thousands of pounds if it had to be paid for. Press releases supplied featuring BID members very often resulted in a story appearing and this support was valuable. He noted recent good live coverage on the BBC Radio Humberside Burnsy show, and that the Yorkshire Post photographer for Hull would not be replaced – the Yorkshire Post would however take good quality photographs directly from HullBID.

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

Cllr Mancey advised the Board that Hull City Council were launching an initiative to keep the city clean. Discussion followed regarding the green agenda and initiatives to support recycling.

Kevin Priestley gave the Board an update, covering a tentative soft opening date of the end of May 2013 for the new footbridge; the renewal of street and navigation signs in the old town; and work to move cycle racks, install busking sites and the issue of cafe barriers in Whitefriargate.

Kevin Priestley advised the Board that the new Merchant Navy Memorial would be unveiled in August 2013. He also noted that work on the Smoke House on Humber Street was close to being finished and potential users were being sought. Additionally, the Wildlife Trust could be working with circa 500 local school children on a public work of art along Humber Street in June.

Kevin Priestley advised that Humberside Police were keen to push ahead with the evening closure of Lowgate to traffic. Hull City Council were part funding a trial which would take place on the 25<sup>th</sup> and 26<sup>th</sup> May 2013. If the trial was successful, it was likely that hydraulic lifting bollards would be installed. Kevin also confirmed that Princes Dock Street would be pedestrianised – he would provide the Board with a date for when this would take place.

The number of empty units on Whitefriargate, the closure of Trinity House School, the redevelopment of Trinity Square, the allocation of funding for end of street improvements for Saville Street, work being done to improve the infrastructure for the Christmas lights and short term improvements to Queens Gardens were also discussed.

## **9. ANY OTHER BUSINESS**

The Chair advised that he and Steven Marsay would be running the Jane Tomlinson Hull 10k on Sunday 19<sup>th</sup> May 2013.

Ian Kelly advised that he had recently met with Adam Wasserman, a founding member of HullBID, who had passed on his best regards.

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

The date of the next Board meeting would be Tuesday 9<sup>th</sup> July 2013, 10:00am at the Chamber's offices 34–38 Beverley Road, Hull.