

34-38 Beverley Road, Hull
Tuesday 17th September 2013

Present:

Jim Harris (in the Chair)
Lee Appleton
Cllr Steven Bayes
Guy Falkingham
Ian Kelly
Steven Marsay
Luc Perquin
Tim Powell
Jon Pywell
George Tambaros

St. Stephens
Prospect Centre
Hull City Council
Blueprint
Hull & Humber Chamber of Commerce
Debenhams
Mercure Royal Hotel
Scotts Property LLP
Hull City Council
Hull & Humber Property Lettings

In attendance:

Phil Ascough
Paul Bentham
Alana Ennis
Matthew Grove
Kevin Priestley
Kathryn Shillito
Sam Dennison

XD Network
Mail News & Media Ltd
Hull City Centre BID
Police & Crime Commissioner for Humberside
Hull City Council
Hull City Centre BID
Hull & Humber Chamber of Commerce

**ACTION
POINTS**

1. WELCOME & APOLOGIES FOR ABSENCE

The Chair welcomed Matthew Grove and Paul Bentham to the meeting and round table introductions were given.

Apologies were received from David Hatfield, Dave Houchin, Victoria Jackson, Mike Outram, Mike Pennington, Steve Trynka and Tony Wilkes.

2. MINUTES

The minutes of the Board meeting held on 9th July 2013 were agreed as a true and correct record.

3. MATTERS ARISING

There were no matters arising.

4. MATTHEW GROVE, POLICE & CRIME COMMISSIONER FOR HUMBERSIDE

Matthew Grove gave the meeting a background to the Office of Police and Crime Commissioner and updated on the work that had been undertaken since his election in November 2012.

He noted the importance of partnership working and added that making communities safer was not just about Policing.

Matthew stated that HullBID had brought so much to the City Centre and he was extremely happy to support HullBID where possible. He added that he had been proud to be involved with the work of HullBID to secure Purple Flag status and the award sent a loud and clear message that the City Centre was a safe and vibrant place to visit. It was noted that the role of the Police and Crime Commissioner was much more visible to the public.

5. MANAGEMENT ACCOUNTS

The eleven month management accounts to 31st August 2013 were tabled.

Kathryn Shillito advised the Board that areas of under spend were due to a number of factors such as timing of invoices, funding accumulating for bigger one-off events or activities and that when the budget was set the funding was apportioned over 12 months. She highlighted the surplus in the Evening Economy budget would be used to fund the Hull Trinity Festival and the surplus in the Events budget had been set aside to fund a dedicated publication for all the bars, pubs and clubs.

Kathryn Shillito advised that due to an underspend within policing this funding was utilised to purchase additional radio handsets to satisfy demand. The radio system was one of BID's most successful initiatives.

The final reconciliation payment from Hull City Council was noted, and a collection rate of 75.35% had been achieved on the levy invoice period to date. A drop in levy queries was noted. It was also noted that levy invoices would now be issued on a 12 month basis.

The Board were advised that overall a 10% surplus was expected to be carried forward into the new financial year.

Ian Kelly indicated that he was confident that the finances were in good order.

George Tambaros questioned the slight overspend on CCTV. Kathryn Shillito advised that this initiative had been extremely well received; an additional unit had been purchased. She added that agreements were in place to collect CCTV units if recipients moved out of the BID levy area.

Luc Perquin advised the Board that the purple flag he was displaying needed replacing, however he was concerned that there was no budget to do so. Kathryn Shillito indicated that the Purple Flag status had not been awarded when the budget had been set in 2012. The Chair requested that costs for a replacement be investigated and agreed if possible.

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

6. BID CHAIRMAN'S REPORT

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

UK City of Culture 2017: The Chair commented that a great head of steam was building behind the bid which would be submitted on 30th September 2013, with a final presentation being made to the panel in Derry on 14th November 2013.

Jon Pywell advised the Board that social media activity had increased significantly. He noted that this demonstrated significant backing of the bid. Coverage by the Hull Daily Mail, the BBC and Calendar was noted, which had raised the profile of the City significantly.

Jon Pywell advised the Board that a scheme had been launched to raise 20 pledges of £17,000. The pledges would help to demonstrate the level of support for the bid. He noted that 10 pledges had already been received.

Chamber speaker breakfast with Kishor Tailor: The Chair commented that the event had been very well attended and that there was a great deal of positive work going on at the Humber LEP. He noted that it was positive that funding was coming into the region.

Bondholders: The Chair advised that HullBID were now members and noted the joint project to install graphics in the north stand concourse at the KC Stadium.

The Chair advised the Board that discussions had been held with Humberside Airport regarding the display of similar graphics. Discussion followed about the advantages of this proposal and the need for a concise message from HullBID with partners at VHEY and Bondholders.

Marketing Group: a positive meeting had take place the previous week, focussing on the Christmas 2013 campaign. This year's campaign would be completely media based, with 50 tv slots booked, and advertising on local radio, in local cinemas and on bus backs.

BIDDIES: work was underway with the Hull Daily Mail and a provisional date of April 2014 had been set. The Awards would take place during a lunchtime event, with 10 Awards in total (9 would be decided by an independent panel, and 1 by customers).

Heron: The Chair advised the Board that he would be meeting with Heron as they would be opening a store at the old WH Smith site in Whitefriargate.

7. BID MANAGER'S REPORT

i) Alana Ennis gave an overview of the Yum! Festival 2013 Event Summary.

All agreed that Sowden & Sowden had done a fantastic job and thanks were given to Guy Falkingham.

Kathryn Shillito updated the Board on her recent activity, including:-

BID Business Network: Kathryn advised that the first event had been held at the Hull History Centre on Thursday 25th July 2013. She noted that the event had been full to capacity and a very successful first attempt. The next event would be held at Hull Truck Theatre on Thursday 24th October 2013.

Events for 2014 would be held in January, April (at Hull New Theatre), July (possibly at CatZero) and October. She asked the Board to make every effort to attend the events.

Key Stakeholder Meetings: had taken place with:-

Sally Booker at P&O Ferries was to look at ways of promoting YUM! Festival 2014. Also investigating ways in which VHEY could help. Luc Perquin suggested advertising events on the House of Britain website for visitors from the continent.

Gary Warke, Chief Executive and Graham Towse, Principal at Hull College. The meeting had led to attending open days at the College on the 12th and 25th September.

Colin Brown, Chief Executive at The Deep who was keen to promote their new penguin facility.

Janthi Mills-Ward, the new Chief Executive at Hull Truck Theatre.

Also noted was the recent work with Bob Carver's to clean up the area around the shop and the PR work regarding their 125 years trading.

Evening Economy Group: Kathryn noted that the momentum was growing and the group met once a month. Developing an "Experience Hull" brochure as a direct response to what they wanted. Also working with cask ale pubs. Good feedback received on plans for Hull Trinity Festival.

Kingston Square Group: working with traders in the area to hold a Christmas market during the Christmas lights switch on.

University of Hull: Kathryn had addressed circa 300 people and promoted the Purple Flag status at an open day on 14th September 2013. A HullBID stand had also been hosted. The next open day would be held on 12th October 2013.

Business Liaison Officer: 80 business visits had been undertaken across a wide range of sectors. The majority of businesses were aware of HullBID and were happy that contact was being made. Networking events had been particularly well received and were viewed as a real opportunity for levy payers to build relationships.

Purple Flag: The deadline for submission of the re-assessment was the 3rd October 2013. The re-assessment would follow up on KPIs.

Purple Flag Week: The week would be started by Hull Trinity Festival. Other activities planned were purple ribbons around lampposts, a purple flag branded rickshaw, a comedy night at Jaz, KC would paint one of their phone boxes purple and it was hoped that purple lighting could be installed in key areas.

Hull Trinity Festival: Alana Ennis updated the Board on plans for the Festival. The main stage would be in Trinity Square and a mixture of really good local bands had been lined up. The headline act would be Dodgy. 9 bars in the Old Town would also be holding live music events. Promotion via social media was going very well and printed information would be distributed and provided to the Tourist Information office. The Chair requested that the Board attend to support the event.

Safety & Security: issues were being reported of anti-social behaviour around the newly opened swing bridge. A small amount of funding had been invested in additional policing and feedback from businesses noted a marked improvement.

ii) The press log was tabled. Thanks were given to the Hull Daily Mail for their unstinting support.

8. HULL CITY COUNCIL CITY CENTRE REPORT

i) Kevin Priestley advised the Board that the Old Town rebranding was now complete. VHEY had put together an Old Town Guide, and a print run of 10,000 would be distributed. Copies were circulated.

Funding had been secured to open out the end of Saville Street into Queen Victoria Square and consultation with the Saville Street traders would be restarted.

The Merchant Navy memorial was on track and an unveiling would be planned for the end of October beginning of November 2013.

A list of projects were being pulled together for "Greening the City Centre", as part of the City Plan.

A decision on the stage one application for Holy Trinity Church was expected in November 2013. Plans included the removal of part of the church wall, to provide a 'performance space' in Trinity Square. Architects had been shortlisted and were working with Hull City Council.

The proposal to change the old Hull Trinity House School into a car park was still with the Planning Department.

9. ANY OTHER BUSINESS

George Tambaros noted that a lot of people thought HullBID were responsible for the Freedom Festival.

The Chair noted that the Tour de France Grand Depart in 2014 would bring a lot of visitors through the port of Hull and that work should be done to encourage these visitors into the City Centre. Cllr Bayes advised that VHEY were doing some work around this. Luc Perquin advised that a Welcome to Yorkshire Tour de France Roadshow would be held at the Mercure Royal Hotel on Tuesday 24th September 2013.

10. DATE OF NEXT MEETING

The date of the next Board meeting would be Tuesday 19th November 2013, 10:00am at the Chamber's offices 34-38 Beverley Road, Hull.