

EVENING ECONOMY GROUP MEETING – THURSDAY 24TH APRIL – BONNY BOAT PUB

MINUTES

Present: Kathryn Shillito, Chair (**HullBID**), Mark Andrews (**HullBID**), Alana Ennis (**HullBID**), Francesca Sharp (**HullBID**), Melissa Green (**Garbos**), Claire Bennett & Leila Bolton (**Punch Hotel**), Wendy Thomas (**Macys Bar**), Sue Brooks (**Hull Cheese & Rumours**), Carl Conway-Davis (**Lizard Lounge**), David Forster (**Welly**), Chris Birch (**Fruit**), Ashley Gregory (**Lyrics**), Lynn Yorke & Dan Thompson (**The Sugar Mill**), Jamie Purves (**JD Wetherspoon**), Mark Bayston (**McCoy's**), David McDonald (**Green Bricks**), Lisa Fowler (**Manchester Arms/ Kingston**), Caroline Benstead (**Masters/Kings**), Paul Berrey & Vicky Miller (**Ebenezer Morley**), Rob Jackson (**Trinity Bar, Burlington, 21**), Michael Thompson (**Jack Rabbitts**), Carla Williamson & Linda Levantiz (**Bonny Boat**), Kerrie Woollas (**Ye Old White Harte**), Mike McKay (**Pozition**), Gary Parker & Sgt Ian Goode (**Police**), Jon Pywell (**HCC, City of Culture**)

Apologies: Jaz Cafe Bar & Citysafe

GUEST SPEAKER: JON PYWELL, LEAD ADVISOR FOR HULL CITY COUNCIL ON CITY OF CULTURE

The last 6 months has been game changing in the way the city moves forward. The 3 main areas are:-

1. 20th November 2013 – City of Culture 2017, winner announced. We have this until 31st December 2020 when the title is handed over. Londonderry became the first City of Culture and it was an enormous impact to them.
2. Siemens – major news in the city in terms of jobs. On the back of Siemens another 7,000 jobs are to be created and opportunities via supply chain.
3. Other key developments...electrification of railway lines from Hull to Selby. First time in history Hull City has reached the FA Cup Final at Wembley on 17th May.

Over the past 5 weeks a production company has been filming in the city centre for 'Girls Night Out'. This was worth around £1m to the city with money being spent in hotels, dining etc.

Last night the Slipstream sculpture that was made in Hull was revealed at Heathrow Airport. It will be seen by 20 million people a year, on the plaque it says Made in Hull.

We believe that we won City of Culture because we had a great 10 year plan on where the city will be in 10 years time. We want to create a world class visitor destination, ensuring the visitor welcome is the best. It's about ambition; it takes years of positive thinking and planning and Hull needed and wanted to win. Our strengths were the amazing public support and the collaboration of cultural and business partners, council etc who joined together to make this happen. If you haven't already please visit the City of Culture website. www.hullcc.gov.uk/2017hull

The reality is we have to prepare a city for 2017 and invest in the public realm - the budget target is £18 million. It's about attracting people to the city, focusing on marketing towards specific target audiences; we need to exploit the M1 and M62 corridor. The service sector has to rise to the challenge by selling the city in an ambassadorial role, what a fantastic city we are.

Kathryn relayed a story about a visitor hopping into a local taxi and the driver was quite negative towards the city which is concerning, and wondered if Derry had offered any training or if they had any tips on how to get the best out of those in the service sector. Jon added that in Derry everyone knew what was happening around the city so could promote this to visitors. We need to have something in place making it bespoke and free for business/staff to attend making sure they are well and truly briefed on what is happening.

Kathryn mentioned Purple Flag and how this also played a big part of the BID submission as it demonstrates the city centre is safe, clean and vibrant. We are to be reassessed again for Purple Flag in September 2014.

Many of the events for city of culture will be held outdoors, so as a priority the council will be looking at places and using physical spaces. For example, Trinity Square needs de-cluttering to provide a more flexible space for bigger events and activities. There is also a desire to remove the big oak tree that stands within the churchyard so this space can be utilised. We are looking at hosting 10 major events during that year and are looking at spreading the events around Jameson Street, Victoria Square and King Edward Street, to maximise the effect.

Police licensing – a lot of the events we do involve beer tents and this has to be managed carefully as we don't want to affect the trade of local licencees. There is slight concern that it draws people away from the pubs and can also impact on policing. Jon felt that the last YUM festival lost its focus a little and it became about beer rather than food which causes problems police wise.

KS expressed to the members that HullBID is the conduit to represent the businesses to ensure they benefit off the back of City of Culture. Jon confirmed that the past 6 months has been about getting funding and as soon as they are at the planning stage they need HullBID to conduct dialogue with businesses. HullBID events are often collaborations between businesses; the Council rely on working with partnerships like HullBID, the Police etc.

The funding for 2017 is to get that year done and delivered and for the legacy it leaves. The pubs and bars are a major part of that identity. Kathryn commented that licensees often have the best ideas – they know how to successfully attract custom and we want to work together, collaborating to make the best of any opportunities.

Mike from Pozition said there is a general feeling amongst the licensees in the city centre that Hull University student union can be negative, discouraging students from coming in saying it is unsafe. Jon responded that Hull is a relatively small city with 17,000 students in Hull. The University does see its role differently than a few years ago and the relationship is starting to look promising. We have a conscious desire to get students away from campus into the city centre. It is quite worrying that on graduation day, on speaking to some of the students they actually say it is their first time into the city centre. Kathryn said that the Purple Flag is a good starting point, the stats show that there are fewer drink-fuelled/anti-social behaviour issues now. We are confident perceptions will change through successful events such as Trinity Music Festival as the feedback has been brilliant.

GARY PARKER – POLICE

It has been noticed that visitors will not enter premises with a low hygiene score, these need to be looked at and improved to a good score.

14th June 2014 is the first England game in the World Cup, so please inform the police if you have any special events on so they can form a matrix on where to put staff. If you detect any trouble please ring the public order number to try and deter any situations. Public order number :- **07551 685650**

STATE OF TRADE:

- Trinity Bar – more upbeat, getting better.
- Ebenezer Morley – no complaints although find it harder in the new town as there seems to be more in the old town but we do seem to get the day trade.
- Punch – Seem to be busier over the last 3 months maybe on the back of city of culture.
- Macy's – Ok, need something in the new town as there seems to be more in the old town.
- Cheese – Struggle on an evening, could potentially close at 11:30pm on a Friday/Saturday
- Pozition – Fantastic! (translated, this means could be better!)
- Lyrics – OK
- Sugar Mill – had a good Easter
- Wetherspoons – building week on week with out of town visitors
- Manchester Arms – doing fine, Edwardian Easter brought families in so it made a nice change. Lyrics have the trade during the day so they come to us later.
- Fruit – Good, we are now charging £3 a ticket for Sesh and this helps to cover extra security.
- Lizard Lounge – Negative, didn't have a good bank holiday based on last year's figures. People tend to go out early and we are open late.
- Green Bricks – It's such a shame that there is no activity on the marina... it seems a waste. It's such a good setting.
- Bonny Boat – Fine
- Jack Rabbits – Struggling, seem to have lost a lot of trade to Princes Ave.
- Ye Old White Harte – not too happy with the filming for 'Girls Night Out', it took business away.

PARKING

Kathryn has been asked by the Council to forward any comments regarding the council's parking strategy including cost of meter parking, multi-storey's, traffic wardens etc. She asked the group for any comments which could be built in to her feedback e.g. Thursday late night parking free of charge to support Christmas shopping. If you have any thoughts or ideas on parking please let Kathryn know ASAP.

ALANA – TRINITY FESTIVAL

A 3 day music festival to be held on 26th, 27th & 28th September, to focus around Trinity Square. There will also be a fringe of activities around this to enable all businesses to get involved. HullBID will provide a pack showing how you can be involved this year. Last year we experimented with putting the stage outside of the church and it worked really well. It does bring a lot of people into the area.

This year it is rebranded, new logos that link music in to the old town along with a new website. It is important that we all collaborate together, you can be involved in the programme, posters, activities, the more we have going on, the bigger the event and the more people will talk about it. Depending on funding we may expand to Princes Dock Street. Any offers you have please feed them in early to HullBID so we can help to promote this, June being the deadline as we have a programme to work to. We will try and factor something in for the new town area, so will hold a separate meeting to discuss this.

ANY OTHER BUSINESS

There was no further business

DATE OF NEXT MEETING

Thursday 19th June at 3pm, Bonny Boat Pub

Kathryn thanked Linda Levantiz for hosting the meeting and providing the coffees. It is much appreciated.