

## **PRESENT**

Tom Hadkiss (Chair), David Burnby and Francesca Devine (Vice-Chairs).

47 Members were present.

## **WELCOME AND INTRODUCTION**

Tom Hadkiss welcomed members to the 2<sup>nd</sup> Quarterly Meeting of Hull Business Forum.

## **BUSINESS FORUM AND CITYVISION UPDATE**

Tom Hadkiss introduced the wider membership to the elected Business Forum representatives on the Cityvision Board and the Forum's Steering Group members.

Nick Pontone, Business Forum Manager, reported on the Forum's activities since the last meeting in January. The following key points were made:

- Nick Pontone had started as the Forum's first full time Manager.
- The Steering Group had elected its Officers.
  - Chair: Tom Hadkiss, ALP Consulting
  - Vice-Chair – Communications: David Burnby, David Burnby & Associates
  - Vice Chair – Representation: Francesca Devine, Carrick Read
- The Forum was seeking to support key economic issues in Hull such as enterprise and the digital agenda, by working with organisations such as Young Enterprise and Citydigital.
- The Steering Group had approved a Membership and Communications Strategy for the Forum. Proposals for a website were ongoing. Further details were available from Nick Pontone.
- Work on a Corporate Strategy would begin shortly to identify the regeneration priorities of businesses in the city.

## **ELECTIONS TO CITYVISION SUB-BOARDS**

Nick Pontone reported that the Forum had elected its representatives to the Cityvision Board and the Forum's own Steering Group in January 2004. The final stage of the election process was therefore to elect business representatives to the eight Cityvision themed sub-boards. Details of the sub-boards and candidates had been circulated along with the ballot papers. Contested elections were required for three of the sub-boards (Citylearning, Cityeconomy and Cityliving).

Members endorsed the candidates in the uncontested elections and cast their votes for the others. The results were announced at the end of the meeting. A full list of representatives is available on request.

## **OPEN FORUM**

Members had the opportunity to raise any issues which they felt the Forum should take forward:

Royal Mail – concern was expressed that the Royal Mail's switch to a single delivery had caused significant problems to businesses in the city, with deliveries being much

later in the day. It was agreed that these concerns would be raised with the Royal Mail and Postwatch through Hull & Humber Chamber of Commerce who were already making representations.

Castle Street – Ian Kelly (Hull & Humber Chamber of Commerce) reported that options were being explored for an improvement scheme for Castle Street and that the Transport Minister, Tony McNulty, was visiting Hull in June to look at the problem. Members expressed a range of views and were invited to contact Nick Pontone with any further comments.

## **HUMBER BUSINESS TELEVISION**

Members were provided with a briefing paper outlining proposals to establish a business television service in the Humber. Feedback was requested from businesses and comments should be directed to Mark Jones at Hull Citylearning who was developing the project.

## **IMAGE AND ASPIRATION – HULL CITYIMAGE**

David Hawkins (both a Business Forum Steering Group member and Cityimage Board member) introduced John Till, Managing Director of Cityimage who gave members a positive presentation about the image of Hull.

Key points raised included:

- Hull suffered from low levels of aspiration.
- Cityimage aimed to 'help Hull change'.
- The marketable product was Hull and the East Riding, not just Hull.
- 'Top ten' is about ambition, confidence and aspiration, not league tables.
- The UK has a 'non-existent' image of Hull – which is both a problem and opportunity.
- Cityimage had key target audiences (business, public/political, media, local and regional).
- The city was regenerating and has a positive message to tell.
- Businesses in the city were involved as ambassadors, bondholders and champions.
- Newcastle/Gateshead was in many ways a model for Hull.
- Improving image is a long-term issue – a 25-year process.
- Image is important. It means more business, more customers, easier recruitment etc.
- Hull has a lack of 'emotional vibrancy' and needs more confidence and dynamism.

Questions and Answers:

### **Can Hull attract public sector jobs as part of the Lyons Review?**

John Till commented that there was a joint Hull and East Riding response to Lyons and that there was an opportunity to attract some of the potential relocations. Cityimage were working hard with partners in the city to lobby for this investment.

### **How can Hull attract inward investment?**

John Till highlighted that Citybuild was a critical part of Hull's offering and were attempting to smooth the way for investment. Hull also now has a track record of delivering major regeneration schemes on time and budget, e.g. The Deep and the KC Stadium.

**How does Cityimage measure its performance?**

Cityimage had for the first time commissioned tracking research with key national opinion formers in the key audiences noted earlier. This was the first time the research had been carried out but it would be repeated to measure progress. It was stressed that the focus was on decision-makers – those who invest, shape opinion or policies affecting Hull.

**How do Cityimage contract with local firms?**

John Till emphasised that Cityimage used a number of local firms and that they always went out to tender and contracted with the best firm for the job. Quality was the key. Hull companies could join Cityimage's tender list on request.

Tom Hadkiss thanked John Till for his presentation.

**DATE OF NEXT MEETING**

The results of the contested sub-board elections were announced and the meeting was closed. The 3<sup>rd</sup> Quarterly Hull Business Forum would be held on Monday 26 July 2004 at 4.30pm.