

**MINUTES: Business Advisory Group**

**Thursday 6<sup>th</sup> May 2010**

**34/38 Beverley Road, Hull**



**PRESENT**

Barry Schofield	Tutty's Office Interiors (Chair)
Mark Conway	Kingston Communications
Jeff Clarkson	Clarkson Business Strategy
John Britton	BCG Bridgepoint
Darren Glew	Eltherington Aluminium
Paul Fielder	Lime Property
Sue Dobbs	Premier Class Education
John Roberts	Destinova Consulting
Peter Duffield	Smailes Goldie
Paul Gregory	Leonardo's
Anja Hazebroek	Hull Forward
Tim Wigglesworth	Hull Forward
Kathryn Shillito	Hull City Centre BID
Ben Delaney	ONE HULL Business Forum

**Agenda Item 1: Welcome and Apologies for Absence**

385. Apologies were received from Paula Litten, Sheena Kurring, Tony Anson, Tim Evison and Mark Willet.

**Agenda Item 2: Minutes**

386. John Roberts clarified the point made in paragraph 380 and said OFCOM had raised issues about the dominance of Kingston Communications and it was for local parties to look at why other suppliers were not moving into Hull.

**Agenda Item 3: Matters Arising**

387. There were no matters arising.

**Agenda Item 4: Hull City Centre Developments**

388. The Chair welcomed Kathryn Shillito, Tim Wigglesworth and Anja Hazebroek to the meeting. Kathryn Shillito explained her role and the purpose of the Business Improvement District which was to make Hull the destination of choice and improve the city centre economy. She outlined some of the recent work the BID had produced which included the BID Fashion Week that had increased footfall by 20,000 in the city centre. Further events were being planned with Hull Forward and others which would include the 'Yum' food and drink festival.

389. Tim Wigglesworth gave an update on the key development issues in the city centre. He said Whitefriargate remained a key retail area and was very busy during the day but from a business perspective it was suffering.
390. Anja Hazebroek said the city centre evening economy had also become an area of focus since a survey of city centre operators highlighted it as a weakness. It was acknowledged that Saturday's were very busy but during the rest of the week it was quieter which indicated there was potential to do more to attract people to visit. As part of the Hull Forward survey, many city centre businesses indicated more support from agencies such as Hull Forward would be beneficial. The issue of 'security' was not found to be an issue among users of the city centre but the majority questioned said more information about what was actually on offer would be useful.
391. Paul Gregory said there were regular meetings of city centre businesses and there was a mixed demand from businesses between those who operated in the early evening such as restaurants and those who operated in the late economy such as pubs and clubs.
392. Tim Wigglesworth said there were number of small scale improvements being prepared around Princes Dock street and Paragon Square. It was noted that the new owners of Princes Quay were supportive of the project and this was useful as some of Princes Dock street was owned by Princes Quay. The owner of the retail arcade on Paragon Square was also keen to improve the quality of the retail offer in that area.
393. Sue Dobbs said it was important to ensure good working links between the LSP and Hull Forward / BID as both partnerships were doing work on the evening economy.
394. Anja Hazebroek said many people have indicated that simply 'knowing what's there' is one of the most important aspects of promoting the city centre which is why the marketing of the events and venues is so important. A new website [www.eatdrinkenjoy.co.uk](http://www.eatdrinkenjoy.co.uk) would be going live to promote the range of restaurants and events in the city centre and a promotional campaign would be launched with a focus on Wednesday evening events. In addition to this a range of public art projects would be developed in the Trinity Quarter and Whitefriargate.
395. Paul Gregory asked if there were any plans to develop the indoor market. Tim Wigglesworth replied that there were no specific plans for the market but raising awareness of it would be an important feature of the old town promotional campaign.
396. A discussion was had regarding wi-fi in the city centre. Mark Conway said there was wi-fi in Queens Gardens but was not widely used. He added that KC could install it in other areas such as Princes Dock Street if the demand was there and if it could be commercially viable to do so.
397. Paul Fielder noted that the focus of Hull's evening economy changed over time and had moved around from Beverley Road, new town, old town, Princes Avenue and the marina. He thought if the promotional campaign was successful, the old town could become the hub for entertainment and socialising. He agreed that raising awareness of the city centre offer was vitally important.

398. John Britton suggested other areas of the city centre which could be used as a base for Wednesday night events such as Kingston Square outside Hull New Theatre and the City Hall. A discussion was also had around car parking and the possibility of this being free from 5pm when most people finished work rather than 6pm which was the current situation.
399. Paul Fielder said there was potential for P&O Ferries to open a check in facility in the city centre which would allow customers to use the city centre before travelling.

**Agenda Item 5: Any Other Business**

400. There was no other business

**Agenda Item 6: Dates of next meeting**

401. Business Advisory Group: Thursday 1st July, 2pm