

**Business Advisory Group**  
**Wednesday 2<sup>nd</sup> July 2008**  
**The Deep Business Centre, Hull**



## **Minutes**

### **PRESENT**

Barry Schofield (in the Chair)	Peter M Tutty Partnership
Tim Evison	Eon Media
Jeff Clarkson	Clarkson Business Strategy
Peter Latham-Warde	PLW Consultancy Ltd
Paula Litten	Pro-Fusion Partnerships Ltd
Ken Baldwin	City Centre BID
Ian Bough	City Centre BID
Christine Ware	High 10
Glen Little	Smailes Goldie Consulting
Janet Reuben	Visit Hull & East Yorkshire
Paul Fielder	Lime Property
Victoria Blenkarn	KCOM Group
Cllr John Robinson	Hull City Council
Paul Burnley	Hull City Council
Nick Pontone	Hull Business Forum
Ben Delaney	Hull Business Forum

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

213. Apologies were received from Gordon Shields, Colin Booth, Liz Johnson, Nick Miller, and Alan Gordon-Freeman.

### **Agenda Item 2: Minutes**

214. The minutes of the meeting held on Wednesday 1<sup>st</sup> May 2008 were agreed as a true and correct record.

### **Agenda Item 3: Matters Arising**

215. There were no matters arising.

### **Agenda Item 4: LAA & Earning Partnership Update**

216. Nick Pontone gave an update on the new Local Area Agreement and changes to the Jobs & Prosperity Partnership. He said that the Jobs & Prosperity Partnership was being renamed as the 'Earning Partnership' and it would be taking on a more direct and accountable role in delivering the new Local Area Agreement targets.

## **Agenda Item 5: Growing & Supporting Hull's Businesses**

217. Councillor John Robinson explained his role as a councillor for Avenue Ward and his experience of working in marketing before being elected to the Council. He said that the Council was committed to supporting Hull's businesses and currently did so through funding the Acorn Fund, the Business Improvement District and Hull Forward. He pointed out that the Council managed several incubator units and workspaces all of which contributed to local business development. Business Link Yorkshire also had a key role to play in supporting business in the city. He said that Hull needed a thriving private sector but explained that the city needed to improve in areas such as communications infrastructure and creative industries if it is to compete with other cities in the region. The numbers of people working from home is also quite low in comparison to other parts of the country.
218. Paula Litten raised a question regarding the lack of competition in the local telecoms market. Councillor Robinson said that although the Council was not directly responsible for providing an alternative service there were 3 potential changes to the situation. He said that another company could come to the city and work in collaboration with KC, or a rival company could move into the area and challenge KC's dominance or KC might be taken over and no longer exist as an independent company. These options could mean there being more than just KC being the service provider for Hull in the future. Councillor Robinson stressed that a recent Ofcom investigation had ruled there was nothing inappropriate in KC's current market position.
219. Ian Bough asked why there were no Wi-Fi hotspots in the city centre where people could access the internet outside the office or home as there were in many other cities. Victoria Blenkarn said that Queens Gardens was a Wi-Fi zone although this was not currently being marketed but would be shortly. It was agreed that BID and KC would work together on future initiatives in the city centre.
220. Ken Baldwin asked how Hull City Council is improving its level of customer service, communication and operational effectiveness. Councillor Robinson replied that Hull City Council was now better prepared to deal with business issues than before and there were an increasing number of councillors who had real business experience. Customer service was also a key priority.
221. Peter Latham-Warde raised the question of how the Council can support smaller construction companies so they could benefit from the range of construction projects ongoing in the city. Paul Burnley pointed to the links with Construction Works which works with local businesses and people in the construction industry. Peter Latham-Warde responded that many projects are run as private finance initiatives which can exclude smaller contractors.
222. Nick Pontone asked Councillor Robinson if the Council had an alternative strategy for dealing with the slowdown in the economy and would projects such as Quay West be put back as a result? The Councillor agreed that the downturn was a reality that would have to be dealt but said that Hull needed to continue its programme of regeneration. The Chair thanked Councillor Robinson for his presentation

## **Agenda Item 6: Tourism Strategy**

223. The Chair introduced Janet Reuben, Chief Executive of Visit Hull & East Yorkshire.

224. Janet Reuben introduced Visit Hull & East Yorkshire, the Destination Management Organisation for the region and explained her main objectives of growing tourism by 5% per annum (£1.8M year over the next 4 years) and improving the quality of visitor experience. She highlighted the crucial and successful partnership working between Hull City Council and East Riding Council who are co-funders of VHEY alongside Yorkshire Forward. Also reported was a 30% increase in Mini Cruise arrivals during the 1st quarter of 2008 into Hull via the port and a 282% increase in February of this year. It was explained that a significant advertising campaign in ferry terminals both in Hull and Zeebrugge was taking place and Simon Calder, the Independent's travel editor, had recently filmed a piece on Hull for the Enjoy England website. Janet highlighted a recent success for the city when it came runner up in the 'Most Group Friendly UK Destination' awards and it was reported that a new branding campaign had been launched to promote the Yorkshire Wolds as a key visitor destination.
225. Councillor Robinson suggested better signage in and around the city centre and areas of interest would be useful for visitors. Janet Reuben agreed that this would be important but many visitors can now develop their own itinerary online before they arrive.
226. Paula Litten said that advertising the region in Schiphol Airport would also be a good idea given the number of tourists passing through. Janet Reuben said that VHEY were advertising on Hull Trains but Yorkshire Tourism had priority on advertising abroad.

#### **Agenda Item 7: Bid / Business Advisory Group City Centre Mini - Manifesto**

227. Councillor Robinson offered to send a written status report on the proposed expansion to the Park and Ride scheme.
228. Ken Baldwin said that he hoped to have a meeting with various partners including VHEY, the Council and Hull Forward to address the issue of promoting and upgrading of Trinity Square.
229. Ken Baldwin also reported that he had received correspondence from the Hull Civic Society regarding the use of banners around the city.
230. Nick Pontone said that a litter picking strategy was in operation for the A63 but due to the hazards involved, this could not happen as often as some members would like as lanes would have to be closed.

#### **Agenda Item 8: Any Other Business**

230. There was no other business

#### **Agenda Item 9: Date of Next Meeting**

231. The next meeting of the Business Advisory Group would be held on Wednesday 3<sup>rd</sup> September at 8am at 34/38 Beverley Road, Hull.