HEYHA Meeting

**Thursday 3rd March 2022**

**10:45am**

**DoubleTree by Hilton Hull**

**Attendees**

David Cooke (Chair)

Samantha Cook (Vice Chair)

Maurizio De Martino (Treasurer)

Andrew Smith

Paul Vinsen (Association Advisor)

Samantha Dunion

Ekaterina Vasilieva

Nicola Shillito

Serena Jayne Walters

Simon Wright

Penny Lamming

Megan Oldridge (Administrator)

Guest Speakers

Katherine Shillito

**Agenda**

10:30am – Welcome from David Cooke (HEYHA Chairman)

– Welcome from Samantha Dunion, General Manager at DoubleTree by Hilton Hull.

* *Guest Speaker* – Katherine Shillito (Executive Director, Hull Business Improvement District)
* Welcome to Yorkshire Update – Paul Vinsen
* Member Discussion
* Financial and Membership Update – Maurizio De Martino
* Any Other Business.

**Meeting Notes**

**Welcome from David Cooke** – David began by welcoming all members to this month’s HEYHA meeting and thanked everyone for coming. He then ran through the agenda, introducing in turn the guest speakers and a brief summary of what will be spoken about. David concluded by explaining that the meeting will finish with an open discussion relating to the event business in which HEYHA would like Visit Hull and East Yorkshire (VHEY) to attract.

**Welcome to the DoubleTree by Hilton Hull from Samantha Dunion (General Manager)**

* Samantha commenced by introducing herself, her background and her role as the General Manager, before welcoming everyone to the DoubleTree by Hilton Hull. She continued by providing a brief overview of the hotel.
* Samantha explained that the hotel opened in 2017, following a £25 million investment. They offer 165 bedrooms and conference facilities for up to 1000 delegates. Located in the centre of Hull, the hotel boasts seven meeting rooms, a Marco Pier White branded restaurant, lounge bar and an additional rooftop bar and terrace.

**Market Report**

* David then moved onto the market report, allowing members to share their current situation and discuss any concerns they may have. Overall, the current situation of hospitality within the region is very similar from venue to venue. Many stating a slow January, but a more successful February. It was widely agreed upon throughout the group that the future is looking very positive.

**Katherine Shillito (Executive Director, Hull Business Improvement District)**

* After being introduced by David, Katherine gave a brief introduction of herself and her background. Explaining she has held the role of Executive Director at Hull Business Improvement District (BID) for 13 years. She then moved on to provide the association with an overview of the purpose of BID, clarifying that they are a not for profit independent organisation that require to be voted in every five years. This occurred in September, which Katherine confirmed BID had an 81% majority. Following on from this Katherine explained the organisations four core pillars, these involve; communication, innovation, promotion and collaboration. This allows BID to help business in the city sustainably grow and progress, whilst maintaining a consistent strategic and communicative approach.
* Whilst Katherine stated she wanted to focus on the future, she felt it important to discuss how BID assisted businesses during the recent COVID 19 pandemic. She expressed the vital role of support BID undertook, this involved putting businesses on the path to money, through grants, training and webinars. Positively, their hard work and support paid off, as Katherine explained not many businesses closed and within the last six months there has been an increase in businesses coming into Hull. Resulting in a decrease of empty units and upscale investment within the city centre. Katherine then provided the association with a few examples of the current big projects being undertaken. These included; Work on the House of Fraser building, Arco moving into the city centre, the regeneration of Whitefriargate and the continued development of Humber Street.
* To conclude Katherine provided the association with a list of upcoming events, which are taking place in and around the city centre;
  + - Wizarding Wands: 2nd – 8th March – Queen Victoria Square
    - The Awakening: 18th and 19th March – Various city centre venues (More information on VisitHull)
    - About Us: 1st – 6th May – Queen Victoria Square and King Edward Street
    - Hull Pride: 30th July – West Park (Grown in stature, usually around 10,000 in attendance)
    - Hull Street Food Night: Usually takes place in June, July and August within the city centre. This is currently being looked into.
    - Yum! Festival of Food and Drink: 5th and 6th August – Hull Marina
    - Humber Street Sesh: Date TBC – Hull Marina
    - Freedom Festival: Various city centre locations – 26th August – 4th September
    - Ministry of Steampunk Does Hulloween: Various city centre venues – 28th – 30th October (This is planned to include talks, balls, ghost walks etc.)
    - A big push on selling Hull to Netflix – recent movie shot in Hull, Enola Holmes. An exciting opportunity to raise the profile and get Hull out there.

**Paul Vinsen (Welcome to Yorkshire)**

* Following on from Katherine, David introduced Paul who was speaking in the place of Rachel Underwood from Welcome to Yorkshire (WTY). The intention of this was to update HEYHA with the recent news that Welcome to Yorkshire had gone into administration.

* Paul commenced by explaining that a board meeting was held on Monday evening, which was followed by making their staff redundant. Many reasons have been stated as to why the company has been entered into administration. One of these being the effects of COVID 19 and the forced cancellation of many events. This resulted in council leaders refusing to provide additional funding for the organisation.
* Although Paul, along with the rest of the group expressed his sadness at the situation he remained upbeat by listing all the positives WTY had previously brought the region. These included; Tour de France/Yorkshire, Walkshire and the White Rose Awards. Alongside these, Paul mentioned that under their tenure tourism grew massively and WTY have played an extremely large part in creating the strong Yorkshire brand that now exists.
* To conclude, David explained that as a collective feedback should be offered to council leaders and local government on what would be beneficial to the industry. Therefore, asking members to think and contribute any ideas to how they would like to be supported as a region.

**Member Discussion Points**

* An important aspect of the meeting’s agenda was to discuss how VHEY can support hospitality within the region and how HEYHA can ensure they are getting the most out of this partnership. In order to achieve this David posed three questions to the group; What size/type events would we like to VHEY to bid for?, How can we aid their submission of RFP to make the process as simple as possible? and is there a charter of commitments we can agree to?***.***
* David continued by providing the group with a bit of background on the current partnership between HEYHA and VHEY. Stating a topic of interest being the choir event planned for May 2023. After a lengthy discussion between the members it was agreed upon that due to a lack of understanding and communication it was extremely difficult for accommodation providers to know what they are getting in to with large events organised in this manner. Therefore, it would be beneficial for both parties if HEYHA had the opportunity to review any potential events that VHEY could bid for. Allowing the accommodation providers 48 hours to analyse these, before a meeting between HEYHA members took place. This would permit the association to make a decision whether the event would work, before going back to VHEY, as a collective with confirmation. It was agreed upon that this would be beneficial for VHEY as it ensured they would not waste vital resources tendering just anything, whilst improving the communication and guidelines between the groups.

**Financial and Memberships Update**

* Maurizio provided members with an overview of the current financial situation of the Association. He passed around a financial report which covered the previous two years. Explaining there was very little movement within 2021, but ran through the payments made by the association over this period.
* Invoices have been sent out to all potential members and membership will run from payment till March 2023.

**Any Other Business**

* Towards the end of the meeting David mentioned the Puffins Galore! project currently being undertaken by Rick Welton. This involves a series of art installations scattered throughout East Yorkshire and beyond. It was decided upon as an association to not purchase a puffin, due to the cost (£4,000) and many members could not see how it was relevant to HEYHA.
* David thanked all the speakers and everyone for attending and reminded members of the next HEYHA meeting, which is taking place in April.

**Additional Information**

Next HEYHA Meetings;

* 7th April – Hampton by Hilton Humberside Airport – 7:30am for 8am start.
* 12th May – Hull Humber View Hotel – 7:30am for 8am start.