HEYHA Meeting

**Thursday 20th January 2022**

**10:30am**

**Hull University**

**Attendees**

David Cooke (Chair)

Samantha Cook (Vice Chair)

Jonathan Rhodes (Vice Chair)

Maurizio De Martino (Treasurer)

Paul Vinsen (Association Advisor)

Kate O’Hara

Penny Lamming

Joseph Henry

Ben – BW Humber view

Guest Speakers

Rachel Underwood

Sophie Bass

Anthony Yates

Dave Bushnell

**Agenda**

10:30am – Welcome from Jonathan Rhodes, Head of Commercial Services Hull University

– Welcome from David Cooke (HEYHA Chairman)

* *Guest Speaker* – Rachel Underwood (Membership Manager, Welcome to Yorkshire)
* *Guest Speaker* – Sophie Bass (Business Tourism Officer, Conference Hull)
* *Guest Speaker* – Dave Bushnell (Hull Whats On)
* *Guest Speaker* – Anthony Yates (Destination Manager, Hull City Council)
* Financial and Membership Update – Maurizio De Martino
* Any Other Business.

**Meeting Notes**

**Welcome to Hull University from Jonathan Rhodes (Head of Commercial Services)**

University has £14-15K students

University has received large investment over the last few years which includes in 2017 £7m investment into the Canham Turner building with 15 event spaces and capacity up to 300 guests

**Market Report**

A general picture of softening on bedroom demand across the region and a hesitancy for the first ¼ with corporate business showing no signs of a return to 2019 levels.

A mixed event picture with some venues reporting a strong wedding and event and enquiry levels and some below average. General picture of low conference and corporate demand.

**Sophie Bass (Business Tourism Officer, Hull Conference)**

* Hull have been shortlisted to host the MIA (Meetings Industry Association) event this year for March 2022.
* In February VHEY are attending Meet GM, a virtual event hosted by Visit Britain where they will meet buyers to promote our region
* On 27th March running a feature in Mail on Sunday to promote the region
* Urge continued use of #mustbehull
* Tina Mott will be in touch with venues to understand our travel trade needs

**Rachel Underwood (Membership Manager, Welcome to Yorkshire)**

Prior to recruitment of their new chief executive a review is in progress to on the direction and remit of the organisation which is to be completed by the end of February.

Their major campaign for 2022 is focused on Food and Drink and Rachel encouraged member to get involved <https://www.yorkshire.com/yorkshire-menu>

They are also promoting a walking and cycling campaign and working with East Yorkshire council on this.

On 1st August there are advanced plans to ‘take over’ London Kings Cross and other regional train hubs to celebrate all things Yorkshire

**Dave Bushnell (Founder Hull What’s On)**

Dave took us through his journey and that of his business, Hull What’s On. Highlighting his mission to improve the lives of Hullensians. Hull Whats On is a lifestyle guide which whilst focussed on things to do in Hull and East Yorkshire extends beyond this into the positive things happening in the region.

Key stats;

* Social media posts reach over 100,000 people every month
* 30,000 local followers across facebook, twitter and Instagram
* 10,000+ opted-in subscribers to our weekly email newsletter
* Over 20,000 visitors to our website

Dave welcomes any members to get in touch fir a no pressure discussion on creative ideas on how his platform can work for our businesses.

**Hull City Centre Development 2022, Anthony Yates**

Anthony took us through the plans for Hull City Centre’s development in 2022 and beyond

* Levelling up fund. In November the council received notice that its bid for round 1 levelling up fund had been successful. The bid encompassed three complimentary projects;
  + **Albion Square**. The delivery of a new mixed-use offer comprising residential and commercial office and retail space.
  + **The Matrix**. A new business support, learning and cultural facility on Whitefriargate based on a ‘maker-led’ interpretation of the city’s successful Centre for Digital Innovation (C4DI) facility
  + **City Centre Grants**. Covering Whitefriargate, Albion Square and the surrounding connecting area. Grants will be made available to fund viable proposals from property owners and businesses to repurpose vacant high street buildings
  + **Hull: Yorkshire’s Maritime City.**  A £30M project covering three sites and two ships, celebrating and preserving 800 years of maritime heritage

Anthony showed us some exciting artist impressions of what to expect when the work is completed at Queens Gardens, the Maritime Museum and Northend Shipyard and talked us through the plan

**Discussion Points**

Anthony Yates raised the need VHEY have for a dialogue with the hotels as to what business to attract into the city, in particular group business. David Cooke replied that he too felt a great need for this but with insufficient hotel based accommodation providers at the meeting it would not be a valuable exercise to have today and that he would be engaging with the other members to encourage them to attend in greater number so that the meeting on 3rd March at the Doubletree by Hilton could involve a discussion on what we collectively would like to see from VHEY.