HEYHA Meeting

**Thursday 7th April 2022**

**8:00am**

**Hampton by Hilton Humberside Airport**

**Attendees**

David Cooke (Chair)

Samantha Cook (Vice Chair)

Jonathan Rhodes (Vice Chair)

Maurizio De Martino (Treasurer)

Andrew Smith

Paul Vinsen (Association Advisor)

Samantha Dunion

Marcin Jurczak

Serena Jayne Walters

Megan Oldridge (Administrator)

Guest Speakers

Leahann Barnes

Anthony Yates

**Agenda**

8:00am – Welcome from David Cooke (HEYHA Chairman)

– Welcome from Samantha Cook, Sales Manager at Hampton by Hilton Humberside Airport

* *Guest Speaker* – Leahann Barnes (Engagement & Stakeholder Manager, Marketing Humber)
* *Guest Speaker* – Anthony Yates (Head of Visitor Destination, Visit Hull and East Yorkshire)
* 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 Hull and East Yorkshire Hospitality Association (HEYHA) meeting and thanked everyone for coming. He then ran through the agenda, introducing in turn the guest speakers and gave 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 current aims of HEYHA.

**Welcome to the Hampton by Hilton Humberside Airport by Samantha Cook (Sales Manager)**

* Sam began by welcoming everyone to the Hampton by Hilton Humberside Airport. She then went on to explain the hotel opened in 2017 and predominantly served the oil and gas workers. Now the hotel’s main customer base is within the renewable sector and individuals using Humberside Airport in which the hotel is located next door to. Sam then updated members on the flight schedule for the airport, stating that there are now daily flights to Aberdeen and Newquay. Also, summer flights with TUI to Bulgaria, Italy and Majorca starting from May.

**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 very strong March and an equally as positive outlook for April. A collective concern raised was the cancellation of meetings with little notice, which is proving to be a frustration for all members.

**Leahann Barnes (Engagement & Stakeholder Manager, Marketing Humber)**

* After being introduced by David, Leahann began by providing a brief overview of who Marketing Humber are and what they do for the region. Leahann explained that Marketing Humber operate as the region’s economic place marketing company, with the intention of attracting investment and supporting local businesses to grow. She explained that her role in the business was to look after the Bondholder Ambassadors to promote the Humber region, whilst maximising any opportunities they should bring. Leahann continued by explaining that a newsletter is sent out every two weeks and lists any upcoming events happening within the region.
* Leahann then went on to talking about the marketing, Marketing Humber have been involved in. A particularly successful initiative they have undertaken is through the maps they produce. These include Britain’s Kitchen and Vision for De-carbonisation. Another area in which Marketing Humber focus upon is PR. This involves promoting the waterline campaign and the parliamentary review article. Marketing Humber also partnered with the University of Hull to produce a 16-page supplement for The Times, highlighting the advantages and opportunities the Humber offers. The report also provided reasons as to why this region has attracted around £20 billion in investment. Leahann then added that this figure has now increased to up to £40 billion.
* Another way in which Marketing Humber are assisting their ambassadors is through the recruitment of employees. An example of this is a bespoke publication produced by Marketing Humber such as; ‘Your View’. This specifically targets professionals within the healthcare sector. This is a guide, tailored for individuals living outside of the area who may be relocating to the region. It covers everything from housing and education to entertaining the family at the weekend. A recent spin on this is ‘Your Life’. This is focussed on the younger generation and has the aim of attracting and retaining young talent within the region. Leahann explained this is due to be used at open days at the University of Hull.
* Further initiatives used by Marketing Humber is films and podcasts, one of these films was recently played at COP26. Leahann clarified that this was called ‘Eyes on the Humber’ and can be viewed on their website. Following on from this Leahann suggested that HEYHA could get involved with one of these podcasts and present the Humber through the perspective of hoteliers. An additional way in which Marketing Humber can directly help members of HEYHA is through the use of their image library. This is free of charge for Bondholder ambassadors and can be downloaded from their website. Sam added that she recently used an image from the Marketing Humber website on Nightel’s social media and it gathered a major amount of interest. Leahann followed this up by declaring that they are currently in the process of refreshing and updating these images.
* Leahann continued by providing members with a list of upcoming events that Marketing Humber have organised. These included;
  + - Bondholder Breakfast: Food, Drink & Agriculture – Thursday 12th May 2022 – Forest Pines
    - Annual Bondholder Ambassador Celebration – Thursday 21st July 2022 – Mercure Grange Park
    - Biz Week – MKM Stadium – Date TBA
* Further events that Leahann provided the group with information on related to industry insight events. These are smaller events organised in conjunction with Bondholder partners. Sam recently visited Siemens Gamesa and stated that it was such a fantastic opportunity particularly for individuals and teams working in sales.
* An additional area of business that Leahann shared with the group was Marketing Humber’s young talent network. This relates to a professional network of ambitious young talent, passionate about promoting opportunities, knowledge exchange and connectivity across the Humber. Leahann explained that they now run their own events, these include; socials and personal development focused events. These have been really well received and just require the attendees to register.
* Leahann concluded by sharing the key areas set for Marketing Humber in 2022 with HEYHA, these included;
  + - Big challenges and opportunities
    - Place promotion
    - Bondholders at the heart of everything we do
    - Strong internal events
    - Partnerships and collaborations.

**Anthony Yates (Head of Visitor Destination, Visit Hull and East Yorkshire)**

* Following on from Leahann, David welcomed Anthony who came to this month’s meeting to provide HEYHA members with an update from Visit Hull and East Yorkshire (VHEY). Anthony began by providing members with a list of the Spring/Summer marketing campaigns that are taking place within the city centre. Some of these mentioned were;
  + - Full page spread in the Yorkshire post – this will run from May – September and will include a calendar of events happening in and around Hull.
    - TripAdvisor Takeover – promoting Hull through this platform
    - Sky – promoting the city through a series of 30 second adverts, these are airing in May.
    - YouTube ad space – short videos to endorse Hull. Anthony stated the previous ad they used had a really successful click rate.
    - Unboxed Hull – 30th April – 6th May 2022 – an event combining live performances and multimedia installations.
    - Jubilee Weekend – Events taking place within the city centre including: Humber Platinum Jubilee Flotilla and The Queen’s Platinum Jubilee beacons, city street party, outdoor music event alongside linking into national events.
    - Rugby League World Cup – Postponed from last year, but now moving at pace.
* A further area of interest for Anthony at this month’s meeting was the next steps in relation to the partnership with VHEY and HEYHA. It was agreed upon by HEYHA as a collective and Anthony that a VHEY representative would attend the monthly meetings to present any enquiries to the group, whilst also updating them on any events in the pipeline at VHEY. Following on from this Anthony discussed the opportunity of organising a local media release focusing upon VHEY and HEYHA working together. David believed this to be a good idea and promised to provide a statement on this topic when he can.
* A final topic of discussion brought to the meeting by Anthony was the return of the Copper Saucepan Award, he claimed it was a great way of highlighting hospitality within the region. Although Serena agreed, she stated it possibly was not the best time as recruitment and retention within the catering side of business was extremely poor at the moment. Following on from this Paul suggested that VHEY or HEYHA liaise with the local colleges and run the award for students rather than people already in the industry. It was then proposed that VHEY and HEYHA could co-sponsor this award.
* Serena then mentioned to Anthony that she felt she wasn’t receiving much correspondence from VHEY and wondered whether her up to date email address was used by VHEY. Anthony concluded by assuring her that he will look into this matter.

**Member Discussion Points**

* After thanking the guest speakers David began to discuss the topic of HEYHA’s Aims for the forthcoming year. He had previously invited all members to review the current aims for the association, to decide as a collective whether these are still fit for purpose.

The current aims of the Association are;

* + - For the Summer 2021 to create & launch “a bigger & better together campaign” with members
    - At the end of lockdown to communicate to our customers that member’s establishments are safe, ready & open for business
    - To establish HEYHA members as first choice for those seeking a career in hospitality
    - To work closely with all key influencing bodies to support inward investment to the region
    - To promote the region with our partners as a perfect staycation & event destination.
* David then asked members their thoughts in relation to the aims, Paul stated that he personally thought the latter three points are relevant, whereas the first two points are not. Sam agreed and when asked by David what she thinks should take the irrelevant points place, Sam suggested that it would be a good idea to have an aim relating to sustainability. This was collectively agreed upon by all members.
* In conclusion to this discussion David encouraged members to think about the aims and feedback any thoughts or ideas at the next meeting.

**Financial and Memberships Update**

* Maurizio provided members with an overview of the current financial situation of the Association. He stated that the Association had a current balance of around £3,000 and had five transactions over the past month. This included administration costs and three paid memberships.

**Any Other Business**

* David thanked all the speakers and everyone for attending and reminded members of the next HEYHA meeting, which is taking place in May.
* Marcin is moving away from the region – when asked he stated his replacement had not yet been announced but it would be filled internally.

**Additional Information**

Next HEYHA Meetings;

* Thursday 19th May – Hull Humber View Hotel – 7:30am for 8am start
* Thursday 16th June – DoubleTree by Hilton Hull (The Lexington Rooftop Bar and Terrace) – 6 – 8pm