Board Minutes from 15th January 2024

Held at Ripon BID Office, 8 Westgate

Board Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Stephen Craggs, Rick Jones, Mark Lancaster, Stuart Martin, Tracey Ractliffe Richard Taylor, Andrew Williams

Others Present: Lilla Bathurst (Manager), Layla Martin (Comms Exec)

Apologies: Megan Green

Proceedings

The meeting was called to order by RC (Chairman) at 6:00pm	
RC welcomed everyone to the Board Meeting. RC reminded the Board that the meeting was being recorded (with the recording destroyed after minutes are approved), to declare any conflicts of interest on the agenda and asked if there was any change to the register of interests. SM signed the register of interests. RC asked if the Board approved the minutes from the September Board and approval was given.	

Actions from previous meeting

<u>Taxis:</u> AW explained that there had been no further meetings but it was his impression that there was no intention in the short term from NYC to remove the current regulations regarding one zone for the whole of NY. RJ explained that the situation in the evening would be difficult in the summer months. RC asked that the situation be monitored. <u>NYC:</u> LB explained that Julian Rudd, Assistant Director for Regeneration at NYC, had reached out and a meeting had been arranged between JR, LB, SB and AW. LB thanked AW for enabling this. JR is also coming to the forthcoming NY BID managers meeting on 5th February. AW explained that the Director, David Caulfield, is on long term absence but that JR is managing the former areas of Craven, Harrogate and Selby for economic development and is a useful contact even if he cannot sign off on expenditure at a certain level. SB requested that the BID brings JR up to speed on what the BID had been doing and LB said she had	

already sent over website details, the Business Plan and the last two Annual Reviews. Coach Parking: AW has successfully lobbied NYC for the removal of the 4 hour coach parking limit and this will be progressed by NYC hopefully coming into place before the summer. LB confirmed that Elizabeth Faulker is due to attend the May Board Meeting to speak about re-ballot plans.	

Items for Information/Discussion/Approval

TARGETS FOR 2024 Christmas Evaluation: LB asked if everyone had read the evaluation document and the Board confirmed they had. LB said that she and LM viewed Christmas as a success, costs to date were £7,600 with a couple of smaller costs still to be added. The ROI is difficult to estimate with projects such as this - projects such as PSP are easier to evaluate. Odin Events have offered the Snow Globe at the same price as 2023 if booked in before the end of January and LB asked if the Board were broadly in favour of the globe for 3 days rather than 4 (which it was). LB will forward a project request to get formal confirmation from the Board [sent 19.01.24]. There is the potential for sponsorship. ML said he thought the figures for Christmas 2023 looked very good. LB said she would get the dates for Winter Wonderland and any other Christmas events so that the globe can again be marketed as part of a package. [Confirmed as 13-15th December]. Greaves Court: LB confirmed she had received a grant of £8,000 from the OFPCC for the reduction of anti-social behaviour in Greaves Court. This is a project LB is working on with NYP, NYC Safer Communities, the neighbouring businesses, residents and landlords. The proposal is to have a gate (with double sided keypad) at the Market Square end which can be closed at night to deter the current anti-social behaviour occurring. This will be reviewed after 6 months to see if it effective. If not fully effective a 2nd gate at the back may be able to be installed within the same funding. Andrew Burningham is dealing with the planning and conservation permissions. RT has done the heritage impact statement and the Conservation Officer is aware of proposals. NYC has confirmed it is not a public right of way.	LB

Temple Gardens: The BID is acting in a liaison capacity only. RadioLink: 29 businesses are now on the scheme – there is a slight issue with 3 of the businesses on North Street not having reception to the CCTV Control Room but LB is working with NYC and Apex to resolve this – NYC has said that Apex may be able to put boosters in, which NYC would fund. LB is hoping to sign up 3 outlying convenience stores (Lead Lane, Elm Road, Clotherholme Road, Bondgate) once reception has been tested. SC asked for more training and LB said she would put this in place on a one-on-one basis. A group meeting will be arranged with all parties and NYC once the next quarterly report of prolific and known offenders is available. RC asked when it would be possible to analyse the success and LB suggested a year's time when there is sufficient data from CCTV control room. OneBanx/Glory Banking Hub: LB is still chasing for a meeting to discuss further (with AW in attendance) however LB is attending a meeting in Leeds at Skipton HQ about community banking on Monday 23rd January and hopes to be able to link in with all parties then. LB said she felt it was now just down to a question of discussing the finances. SB asked if this was different from the banking hub in Communities House and LB explained that those hubs do not have any form of cash facilities which is what the businesses had identified as a problem in the meeting with Julian Smith last year. RT & RC asked for a timescale and LB said she would update when she had more information. Hairdressers Recycling Scheme: LB is meeting Megan shortly but will start the roll out of this in the January newsletter. Travel & Tourism Show: LB is meeting ML shortly, drone footage from the attractions is coming through and a video edit including this plus all our current footage will be produced along with a brochure/welcome pack and pull up banners.	LB LB LB/ML

Ripon Theatre Festival: LB & LM have had a meeting with Katie Scott and seen the draft program – there is an extra night of performance for 2024 – 2nd – 7th July. RTF seem to be on track with sponsorship. Ripon Volunteer Hub: LB explained that it is a slow burn but getting more traction now. Karen Sweeney is doing a great job on the social media and getting more organisations interested. Ripon Apprenticeship & Training Hub: LB & ML will meet to discuss further. RJ suggested tying something in with March/April and the minimum wage changes would be a good idea. Easter Plans: LB explained plans for Easter Crafts, Easter Bunny, Face painting over 2 days (Tuesday and Thursday before Good Friday) and an Easter Egg Hunt over the whole of the holidays using the 40 wooden eggs from 2023. LB will send out a project request to the Exec Committee [sent on 19.1.24]. Totally Locally: SC asked if another passport scheme at Easter would be good and LB explained that she would be handing Totally Locally over fully to the businesses at the next TL mentoring session so it would be up to them to organise with BID financial help but they would need to lead and organise. RC asked if there were individuals in the group who would be able to take it on and LB felt there would be a couple who would be able to lead on it and take ownership. RJ suggested that the TL group should concentrate on drawing up their plans for the next year at their next meeting. Summer Activities: Circus schools worked very well, LB & LM thought they may repeat the formula. LB has had a meeting with Andy Bates from RMT who is interested in getting a lantern trail/lantern making workshops off the ground for next Spring to coincide with Imbalc and St Brigid's Day and develop it into a Spring festival. AB will link in with Tim Jones to see if the Mary Portas funds could be used to get this off the ground. TR said that Sharon Canavar had alluded to an event in March around light and LM said that York holds a festival of light in February.	LB/ML LB

Hallowe'en: LB is hoping that the Curzon building may be available for something and hopefully the TL group will also put on another event with support from the BID. RJ felt that the community side encouraged people in. Christmas: Late Night Shopping, mainly North Street and Little Ripon Bookshop. Kirkgate hospitality did not take advantage. RJ suggested LB & LM give businesses Top Ten Tips to help them. LB said she felt this should be handed over to TL to run with but with BID support. RJ suggested Chris Sands could use this as a mentoring project for hospitality. Floral: Hanging basket and floral costs will be more expensive this year. NYC have given their costs but are inflexible as to where they can water. LB is looking at all options including all year-round floral baskets from a different provider. LB will send a proposal to the Board before the end of February. Larger and New Levy Payers: LB explained she needed space in her diary to get round all these. DIGITAL UPDATE LM updated as follows: Website 7.7k ***new*** web users since our last meeting Pageviews at 20,048 Most viewed pages were Winter Wonderland, New Year's Eve, Christmas Page & Walking Routes. Back at the top with number one rankings for Events in Ripon, Ripon Events, Visit Ripon & Ripon BID Instagram Via Instagram we reached 3,250 957 content interactions The Christmas video and the Christmas event content has helped to drive traffic and engagement Facebook	LB/LM LB LB

Via Facebook we reached 41,027 users with engagement up 31%, 1,908 reactions, comments & shares. Over 300 shares & 500 click through actions. Interest in NYE's, the Snow Globe, Winter Wonderland and the Christmas video all helped to drive traffic and engagement. The post about the Telegraph's inclusion of Ripon in the UK's top prettiest towns / cities reached 16,335 users with 428 reactions Locations of users are still local & within an easy drive time but York, Bedale, Bradford, Northallerton & Darlington all featured in the top ten user locations for the period. Top 5 locations were: 1. Ripon 2. Harrogate 3. Thirsk 4. Boroughbridge 5. Leeds LB went on to explain that they had asked businesses to feed in SM content and had provided a lose calendar to act as a guide and content was slowing coming in. Requests for content will be sent out regularly. ML asked if LB & LM had looked at TikTok and LB confirmed that they were going to work on one post a week (once LM is fully appraised) and build it from there. ML felt that the content needed to be slightly different as it is a slightly different market and it worked on pester power – it would work well for Hallowe'en and Christmas/NYE events. The age range for TikTok has changed in the last 12 months to 14-25 so it is quite a wide audience. LB suggested that due to time constraints she may speak to Karen Sweeney about using her to take this on. Discussing engagement, RJ asked what the open rate on the newsletters were and LB explained it depended on the content. ML also made the point that "lumpy mail" still had very good engagement rates – LB and ML will discuss at their meeting. FINANCE UPDATE SB updated the Board on the finances, explaining that spend was a little behind projections but this was purely a timing issue. Income had been received a little earlier than last year, costs are in line with budget, project costs are not all yet allocated but all indications are that the budget figures will be met. SB and LB to meet mid-February to review spend and set the rest of the project figures. RT	LM LM/LB LB/ML

mentioned Heritage Open Days and LB suggested that RT should feed in a project cost before mid-February. RC asked if SM would be using some budget for the ECON "Stay Awhile" signs and SM said the latest update was that ECON might have space in the next 3-4 months to start production, the intention would be to erect a minimum of 3 signs at a time to save on costs of lifting equipment so the likelihood would be that this cost would fall into the 2024/2025 financial year. AOB LB explained that to get BID Foundation accreditation the cost would be £340pa and includes membership of the Institute of Place Management. Membership of the IPM includes online or in person seminars such as "Using heritage to make your place thrive ", "Living over the shop" and masterclasses such as "Place Marketing, Branding & Communications" and bespoke programmes such as "Vital and Viable Programme" – see https://www.placemanagement.org/about/ Membership also includes one speaking engagement (up to an hour) free of charge per member/partner per year (includes all preparation) by an industry expert for example at an Annual Review. N.B. Fees exclude travel and accommodation costs. Joining British BIDs would cost £400pa and would include services such a Ballot Buddy which may or may not be of use for re-ballot (some BIDs find it very useful, the NY BIDs LB has spoken to are fairly neutral on the benefits). Information on their services can be found here: https://britishbids.info/services Accreditation from British BIDs is a much more through and difficult process that we are a long way from achieving. EF may be able to advise on the need/worth of joining British BIDs pre-ballot. LB feels that an accreditation is worthwhile from showing our transparency to levy payers pre-ballot. SC asked if there were any benefits such as reduced insurance – LB confirmed this is not available with either organisation. LB awaits the Board's comments based on the above.	ALL

RC thanked everyone for their attendance and closed the meeting at 7:12pm.	

Dates for 2024 Board Meetings: 15 January, 18 March, 20 May (EF to attend), 8 July, 16 September, 11 November