Minutes of Board Meeting 18th March 2024

Held at Ripon BID Office, 8 Westgate

Board Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Stephen Craggs, Megan Green, Mark Lancaster, Tracey Ractliffe Richard Taylor
Others Present: Lilla Bathurst (Manager), Layla Martin (Comms Exec)
Apologies: Rick Jones, Stuart Martin, Andrew Williams

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. RC asked if the Board approved the minutes from the January Board and approval was given.	

Actions from previous meeting

RC asked if there was any more news on the taxis, LB reported no but that the situation would be monitored over the summer. LB reported that she had met with North Yorkshire Council and the other North Yorkshire BID managers. NYC say they do take BIDs seriously, however progress is very slow with getting a meeting with the new head of service for BIDs (Revenues & Benefits) which has still not happened. Ripon is lucky in that the officer we had previously working on Ripon BID is still looking after Ripon but she is due to move shortly. LB said she had little faith that the capacity or knowledge is there for the day to day running from NYC at present which is worrying as we move towards court summons and court dates plus reballot. Legally NYC have a duty to uphold the operating agreement and LB suggested withholding the fee if this was not adhered to. LB reported that the Shop Watch meeting had gone well with some intelligence sharing and reports that the North Yorkshire Police crime reporting system was very off putting for businesses. Businesses reported that reports take around an hour to complete, in comparison to the West Yorkshire Police system ("Report It") which was quick and easy. NYP representative Paul Roberts said that he thought the new Chief Constable might want to change the system and LB and NYC Safer Communities will collate information to push for this. SC asked that emails for future meetings were sent out in good time as G Craggs had only been aware after the meeting. LB confirmed she would also send out emails to ensure people were aware.	LB

LB confirmed that the recycling scheme for hairdressers had started, the kits had arrived and she will contact the 6 businesses in a week or so and then do a press release which hopefully will encourage others to join in.	

Items for Information/Discussion/Approval

Awards LB explained that although shortlisted into the last 30 towns, Ripon had not won an award at the Visa/BRC "Let's Celebrate Towns". **Vacant Unit Academy** LB & RJ had a meeting with Iain Nicholson of IPM and Vacant Unit Academy and LB has applied for UKSPF grant to cover the cost of running such a scheme. The decision was to be made on 14th March but at time of writing there has been no response. LB is following up on this. The scheme runs by engaging with landlords, agents and stakeholders to find out what the barriers are to letting units – is it a planning problem, is it the size of unit etc? Once this work is done the Vacant Unit Academy works to encourage new businesses in, targeting businesses in the surrounding area and then only as a last resort moves to wrapping units. ML confirmed that shop wrapping would be c.£35 per square metre using contravision (which you can see through). ML said he felt it was a great scheme and good that the BID was being proactive in the city centre to get the units filled and the correct mix of businesses. LB explained that if the funding was received she would very much publicise the fact that it was from a grant and not BID levy payer's money being spent. SC said he felt that there was a significant problem in the Arcade and LB confirmed that she and RJ had met with Frank Marshall Estates but that also Iain Nicholson would be liaising with them if the scheme went ahead. **Your Harrogate Social Media Takeover and Jamline** The initiative was successful with 12 businesses taking part and overall was very well received. Facebook: 24.3K reach, 33.4k views , Instagram: 34,009 total views, plus individual businesses own viewing figures. On the back of this we are aiming to do another one in June and are now sponsoring "Jamline" (which has 10,000 listeners per week) for 6 months. This will enable us to put out 3 different messages per month (250 per month in total). This will be aimed at some of the harder to service businesses such as car show rooms and at visiting Ripon in general. All messages will link back to the Visit Ripon website. **Heritage Open Days** Following on from discussions at a Ripon Disability Forum meeting, LB & RT suggest that rather than produce a brochure (which only lasts for the period of the open days) a new idea would be to produce virtual "walk through" video of "hidden gems/spaces" in Ripon.	

Hunters have agreed that we can use their technology (Mataport) and we would use our local videographer. This would give a "teaser" of what attractions there are in Ripon and could be hosted on our website. The Cathedral already have a "walk through" of the crypt that they have said they will share. TR stressed the importance of it not being seen as a "this is where you can't go" initiative for those with disabilities and SC asked if audio footage could be added or audio tours run in parallel for the visually impaired. SC also suggested a tour of the Town Hall and the artifacts there. TR and RC suggested that LB works closely with RDF to ensure the message was correct and suitably handled. LB said she would present again after discussions with RDF and work with RT.	LB/RT
Digital Update LM updated as follows: <u>Website</u> 2,644 new web users since the last Board meeting. Page views have risen from 6,471 in January to 14,734 in February. Could be down to Your Harrogate campaign. Most viewed pages were Walking Routes, Attractions & What to Do in Ripon. We have retained the number one rankings for Events in Ripon, Ripon Events, Visit Ripon & Ripon BID <u>Instagram</u> Via Instagram we reached 1,193 users with followers up 3.8%. Instagram audience tends to favour destination attraction, food & dog friendly as opposed to Facebook which remains very Ripon centric. <u>Facebook</u> Via Facebook we reached 12.9k users with engagement up 48% (against January figures) with 756 reactions, comments & shares. Over 118 shares & 133 click through actions. The interest in local businesses is still really performing well. Top posts featured content focussing on Tates and the Portly Pig and did well alongside events such as Sights & Sounds and Free entry to Fountains Abbey. The locations of users are still local & within an easy drive time: 1. Ripon 2. Harrogate 3. Leeds 4. Thirsk 5. York ML pointed out that GA4 was changing again and LM confirmed she had spoken with DDC about it to ensure data was collected. ML explained that H1 and H2 tags were becoming more important and said he would go through it with LM. RC asked about TikTok and LB confirmed she had done the BIDs first TikTok on the Pancake Race which got traction as it was shared on Facebook. ML explained the different uses i.e. using TikTok for Christmas etc.	LM/ML
Finance Update SB updated on the financial position as follows:	

• Ahead of budget on levy income collected so far • Income now includes the £8k grant for Greaves Court • NYC need to take action with regards to court dates • Running Costs are still very close to budget YTD and forecast for the year. • Project costs are running under budget with lower spend on business support (Radio link and networking) being the main area of underspend in comparison to budget. LB stressed that sponsorship/funding projects run by 3rd parties works from a staffing point of view (the BID only having 1.5 members of staff) but that any project must show a benefit to the businesses. LM mentioned Harrogate Beam and LB explained that the costs were exceedingly high due to the 24 hour security needed to run such an event. SM had previously said that to project poppies onto the Cathedral again would be in the region of £80k. ML explained that there are AI projects that could be done similar to the roses on the Houses of Parliament. TR suggested perhaps white roses for Yorkshire Day and a tie-in with Grantley Hall. ML mentioned that SM would have the coordinates for the Cathedral from the previous project and that these projects can bring in a younger audience. SC suggested using the Alice in Wonderland link. ML will send links to LB and work with her on ideas.	SM/ ML/LB

AOB

LB mentioned that Jo Bussey from the Cathedral had mentioned a project she had done previously elsewhere using decals on planters to add to wayfinding. This could work well in Ripon to signpost people for example to independent shopping in North Street or Kirkgate as well as to the Cathedral from the Market Square. LB would need permission from NYC Parks and Gardens to do this on the planters in the market square but could stress that the decals are not seen as advertising as they are temporary. LB will make enquiries. LB also mentioned that in future she would like NYC to look at a full wayfinding audit for Ripon and a project based on the findings to revamp the wayfinding provision. LB explained that Liz Faulkner was booked to present at the next Board meeting [this has now been postponed due to unforeseen circumstances but it is hoped only until the July Board meeting]. LB asked the Board for any questions/feedback to be submitted in advance. SC said that he had been approached by a couple of businesses in the market square about rubbish bags piling up, causing a possible fire hazard and whether NYC could be asked if commercial rubbish bins could be provided for businesses on the market square. LB will discuss with AW.	LB ALL LB/AW

RC thanked everyone for their attendance and closed the meeting at 7:15pm.	

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