Minutes of Board Meeting 20th May 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, Tracey Ractliffe, Richard Taylor, Andrew Williams

Others Present: Lilla Bathurst (Manager), Layla Martin (Comms Exec), Sarah Lynch, Ripon Cathedral (guest)

Apologies: Megan Green, Stuart Martin, Julian Rudd (NYC)

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 March Board and approval was given.	

Actions from previous meeting

Greaves Court: LB confirmed that the gate at Greaves Court is in production and should be installed shortly. Once the gate is in place a press release will be sent highlighting the BID's commitment to addressing anti-social behaviour and the partnership working with North Yorkshire Police and North Yorkshire Council Safer Communities. OneBanx: LB explained that OneBanx are still keen but the people at Skipton HQ who were looking at it have moved on. Stuart Fearn should be looking into it more w/c 20th May. We may have to look at an alternative venue, but LB does not yet have a cost for the terminal. GSC: LB explained that there had been a very limited uptake to the recycling scheme for hairdressers although Green & Co. and Serenity Hair will continue with the scheme LB needs to check with Saks and Nine to confirm if they will continue. The barbers are not continuing. Other hairdressers that LB has spoken to do not want to participate as they don't think their clients will pay an extra £1. HODS: LB said she was meeting with RT and Jon Garbutt (videographer) the next day to discuss what could be done for HODS using video and possibly Matterport.	LB

RATH: LB had met with Yvonne Emerson who is Careers Lead at the combined authority Growth Hub regarding RATH. The Growth Hub's Careers Hub will have the functionality that we had hoped RATH would have and therefore due to the amount of time it would take for LB to run something like this it was felt that once their Hub was up and running fully the RATH pages would link directly to that. ML reiterated that it would be a full time job for someone at the BID to do this work and that the Growth Hub is better placed to take this on. This would also avoid duplication of any council run services which we are not permitted to do. Totally Locally: LB said that the meeting regarding the HiStreet App had gone very well and businesses were very keen to be part of it. LB needs around 25-30 businesses on the app before launch. Chris Sands at Totally Locally has said he will help with a large marketing campaign for launch. LB flagged that some traders wished to offer the chance to buy vouchers through the app and we would need to check whether our insurance would cover this in the event that a trader sold a voucher and subsequently ceased trading before the voucher was spent. As the app licence owner we would be the ones that were liable. Marketing & Comms: LB confirmed that LM and ML were due to meet soon. Augmented Reality: LB met with KVTV but they had had some staffing issues which meant nothing progressed. LB spoke with a company in Hull to get an idea of costs for an AR trail – a trail consisting of 10 stops with some relatively simple AR figures would cost in the region of £20,000 upwards. LB said she felt that unless it was absolutely amazing it would not be a good investment for the BID as it wouldn't draw people in. September Board Meeting: RC asked again that the Board submitted any questions for Liz Faulkner who will be attending the September board meeting. LB mentioned the Yorkshire Coast BID ballot the result of which will be announced on 5th June. Both North Yorkshire Council and East Riding Council have stated that they will abstain from voting (NYC's abstention is a blanket abstention covering any BID in North Yorkshire.) This is due to the backlash from the previous YC BID ballot where 217 votes were cast in favour and 175 against (29% turnout) with 60 votes coming from the respective councils thereby causing a swing to a yes vote by 16 votes. NYC have 4 properties within Ripon BID with a total rateable value of £212,000 (out of a total RV of £8,500,000, being just 2.4%). Ripon City Council has one vote with	SB ALL

Hugh Ripley Hall currently. AW said he felt that Ripon City Council would prefer to be seen to be supporting the BID so would vote, rather than abstain.	

Items for Information/Discussion/Approval

Training Courses: LB asked if the Board would like her to pursue training courses for businesses as many find it difficult and not financially viable to attend (due to having to provide staffing cover). Some of the social media training via the Skell Valley Project has been quite well attended and when asked about training courses only a handful of businesses had replied with Social Media being the top choice still. AW suggested sourcing pre-recorded training so that businesses could access it at a time that suits them. RJ uses a company called CPL for online training. LB will enquire about this. SB asked if the BID Foundation provided courses and LB explained that they didn't. Summer Activities: LB explained that Rascals Entertainment was booked for Alice in Wonderland activities over 2 days in the school holidays. LB showed the summer brochure with passport cut out which would go out in Review Ripon and to businesses plus a summer white rabbit trail enhanced with figures from Jennyruth Workshops. LB also explained that she would like to offer free mini-golf sessions on a Tuesday in Spa Gardens during the school holidays. [Subsequently Lightwater Valley has said they will send their mascot Ebor the dinosaur to selected sessions]. RC declared a conflict of interest with Jennyruth so abstained from the decision making. LB asked if any Board members would like to donate prizes for the trail. RT asked if the Cathedral still had some Alice in Wonderland figures and Sarah Lynch said she would find out. The remainder of the Board approved the spend which was lower than budgeted for. Floral Displays: The Board has previously approved the major cost which is the hanging baskets but LB asked for further budget to fill the Kirkgate planters, 6 barrier baskets and 6 window/pavement baskets for North Street. LB suggested that the North Street baskets could be piloted and then offered to more businesses in September. LB also said she was looking into replacing the Kirkgate planters next year after discussions with Ripon Disability Forum. The total summer floral displays were £1,000 more than budgeted. LB also mentioned that working with Ripon in Bloom the aim is to get a gold medal at this year's Yorkshire in Bloom. Yorkshire in Bloom judging will take place in July and LB said she would alert businesses and	LB LB

have RCS ready to do a major sweep/clean prior to judging. RC asked for board approval for the spend and it was given. Update on North Yorkshire Council Operating Agreement: LB said that she had not yet had a meeting with Sherrie Williamson to discuss, presumably because they are working on the YC BID ballot. LB has flagged with Julie Gillett that clause 8 of the operating agreement (Enforcement Mechanisms In The Event That The Council Fails to Enforce Collection of the BID Levy) does not appear to be being met but has not heard back. AW asked that LB write to him and he will then take up with Gary Fielding. [LB has subsequently done this]. Vacant Shops Academy update. LB explained that the walk round with the team has been delayed due to an injury to one of them but a date in June will be set shortly. Executive Committee / Vice Chairman positions: RC asked for current Board members let LB know if they were interested in either position. Ripon Poppy Project's invitation to Llandudno: LB explained that the knitted tank had been invited to Llandudno for the whole of October for the "Longest Yarn Exhibition" and SM thought it would be a great opportunity to market Ripon and Ripon's attractions by having a presence there during some of the time. LB had floated this with the attractions at the Visit Ripon meeting but none were able to spare time or staff to attend. The Board felt that it was not a good use of LB's time with the Annual Review, invoicing and Hallowe'en all taking place during October. AW said that RCC was considering sending a Hornblower for the launch event. The Board suggested that SM represented Visit Ripon in Llandudno at the launch. Digital update: LM updated as follows **Website.** 7.6K ***new*** web users since our last meeting (up 49.5%). Pageviews up at 21k peaking on Easter Monday. Most viewed pages were Events, Walking Routes, Attractions. Retaining number one rankings for Events in Ripon, Ripon Events, Visit Ripon & Ripon BID. **Instagram.** Via Instagram we reached users with 1.7k with followers up 1.5%. Insta story reach was up 47.81%. Instagram audience tends to favour destination attraction, food & dog friendly as opposed to Facebook which remains very Ripon centric. Content has been very Ripon event heavy especially over Easter. **Facebook.** Via Facebook we reached 10.6k users up 42%. 400 engagements up 44.9%. Interest local businesses still really performing well with top posts	ALL

featuring content focussing on Easter events, the knitted tank & attractions opening all performing well. Locations of users are still local & within an easy drive time with the A1 corridor performing well. LB explained that Gemma Rio from NYC Tourism had said that of people surveyed 75% did not realise they had visited North Yorkshire, knowing only that they had visited Yorkshire. ML said that North Yorkshire had no identity and therefore was suffering due to this and it would be at least 3 years before any benefit from Visit North Yorkshire would be seen meaning it was all the more important that Ripon has its brand, identity and investment in the website. Sarah Lynch asked that LM shared the tags she was using so that the Cathedral could use the same. <u>Financial update</u>: SB updated the board on the financial position.	LM

AOB

LB asked if the Board wanted to embark on a further round of steam cleaning of pavements. AW explained that with the works on Kirkgate, Duck Hill and around the square due to take place in September/October 2024 and that he will be asking NYC to undertake work on Moss's Arcade at the same time therefore any cleaning should be done after this. LB said that the cost of steam cleaning Westgate, North Street, High Skellgate, Kirkgate and Duck Hill was in the region of £10,000 last time and expected that cost to rise. AW also asked that the BID write to him to request that Moss's Arcade work was undertaken at the same time as the other planned resurfacing work to minimise disruption to businesses. [LB has subsequently done this]. LB said she would get quotes in to undertake this in Spring 2025 with the money then able to be ringfenced for this.	LB
LM said she would look into the costs for TV advertising as we already have the video content. LM will also check if we have the rights to use the music on TV.	LM
AW suggested looking at getting the fairground rides into Ripon on further dates during the school holidays, excluding on St Wilfrid's Procession day or the August bank holiday weekend. Two rides for one day costs in the region of £1,000 for rides to be provided free of charge, this cost might drop if a two or three day visit was booked. LB will ask Leah Crawford at RCC for the contact.	LB

SC suggested match funding for businesses to repaint shop fronts. LB explained that Harrogate BID offer up to £750 in match funding for this. RT said he very much supported it but that we would need to specify that businesses would need to check with the conservation officer first on colours. This would also fit nicely with the Vacant Shops Academy. AW suggested that we specify that any contractors should be based within the BID area. LB and RJ will work on the wording and check it with the Executive Committee. LB also said that she had had a meeting with the regional manager for waste services at North Yorkshire and they would be embarking on a program of enforcement on rubbish bags left on the street at the incorrect time. LB said that Ripon BID had now received The BID Foundation Industry Standards accreditation and that she would be issuing a press release. [LB has done this]. LB went over the latest footfall figures for March and April.	LB/RJ

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

Dates for 2024 Board Meetings: 8 July, 16 September (Liz Faulkner to attend), 11 November