Minutes of Board Meeting 30th March 2026

Held at Ripon BID, 8 Westgate, Ripon

Board Present and constituting a quorum: Richard Compton, DL (Chairman), Stuart Baldwin, Rick Jones (Joint-Vice Chairman), Mark Lancaster (Joint-Vice Chairman), Richard Taylor, Andrew Williams

Others Present: Lilla Bathurst, (Manager) Juliet Hawkins (Liaison)

Apologies: Stephen Craggs, Megan Green. Rebecca Layton, Kathryn Daly (guest) Richard Butcher (guest), Layla Martin (Comms)

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 being 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

Footfall data from NYC. LB confirmed she had the data and would address footfall as an agenda item. Apprenticeships. LB confirmed that she and ML had met with Harrogate College in a positive meeting and they were awaiting a follow up. MG was unavailable to update on Kleek. Google ranking. Generally No.1 but can still be fluid after changes made. LM is updating FAQ section on website. Market Traders. AW stated that the response back from NYC is that they won't do anything in terms of condensing the market onto the southside if it is not busy, because they claim that the charter reference system prevents them from doing so. AW's view was that provided that the market is taking place, the size is irrelevant. AW felt that it would be good for the BID to write to NYC on this. AW went on to say that the two stalls on a Saturday are constantly referred to as a "Saturday Market" and used as an excuse for not holding anything on the southern half the	MG LB

square because of the "Saturday market". AW said that he felt that NYC ought to be capable of finding somewhere else for them to go even if it's the loading bays outside Greggs. Events taking place are hampered because it's not even all day as the fruit and veg man is gone by lunchtime and then there is merely the one plant stall stopping anything happening on the square in the afternoon - which is a ludicrous situation. AW intends to raise this issue when he and LB have a meeting to discuss electricity provision on the square (on 21st April). RT asked what the future of the shed in Cathedral car park was now that the market is "self-erect" as it is one of the ugliest structures in the city, alongside the small kiosk used by the parking warden. AW said that in time a decision would be made on both but the BID should include that in its letter to NYC as it could provide 12 more parking spaces and NYC could reserve two parking spaces for the warden. Funfairs. AW explained that a meeting with NYC and the potential operator was due to happen but he had not heard when (despite chasing the officer in question who is now on holiday until 8th April). V&SHSF. LB explained the result of the funding bid but this information is embargoed until c.13th April.	

Items for Discussion

Ballot Result. LB took the board through the results of the ballot which showed 67% voted for the BID equating to 75% by rateable value. Turnout was 36% which was slightly more than the first ballot which is good considering NYC abstained from voting which would have added another 7 votes. LB said she felt she had predicted the result well. LB explained which sectors had voted. LB went on to show the board the sector split of current levy payers vs the sector split of the Board and highlighted the need for a second retailer to join. LB will ask RB again if he is interested. Great Yorkshire Show. LB showed the Board the event tent that she proposed purchasing for the BID and other parties to use. This would all be fully branded with Visit Ripon and Ripon attractions images. The tent is fully flexible and able to be used as a singular or double structure with interchangeable panels. LB has put in a request for a £5k grant from RCC to help with the purchase. LB asked the Board to approve a spend of £5k to purchase, brand and hire the necessary furniture,	LB

electricity etc. for the event and this was approved. LB went on to explain that she would be data gathering through the use of the competition page on the website.

Huq. LB explained that she had been in long discussions with Huq as she felt their footfall figures were not an accurate picture of what was happening on the ground. LB proposed a move at the end of the contract to BT Active Intelligence's Location Insights via PFBB.

The BT dataset is built from anonymised mobile-network events generated through the EE network, the largest and most technically advanced mobile network in the UK, ensuring consistent and representative insights at national scale. Unlike app-based or GPS-dependent datasets, which rely on variable opt-in levels and fragmented commercial agreements, BT's data is created as a by-product of network operation. That means: no dependency on app usage, permissions or handset settings, coverage based on over 24 million active devices, scaled to represent 53 million UK adults, consistency over time that does not degrade with changes in app ecosystems or consumer behaviour. This approach ensures a stable, high-density sample that accurately reflects real-world behaviour rather than partial or opt-in-only visibility. The reports would give the BID:

- Footfall for the previous month by day.
- Comparisons of % of total footfall up / down on previous month and same week/month of previous year.
- Demographics of visitors for the month including age, gender and income profile
- Dwell times of total visitors for the month
- Peak Visit hours by day for the month (it will be all Mondays as one set of data, all Tuesdays as one set of data etc).

The cost for footfall data is considerably less than Huq with the option of buying bespoke reports for events. The Board approved this move along with a maximum of three bespoke reports per year.

Easter. LB reported that the trail is up and running with the design cost reduced by LM having created the characters. The two new leaflet boxes outside the office are proving very popular for people to collect both trail maps and walking maps which has been a quick and inexpensive solution.

Digital update. LB updated as follows:

Website

+25.9% page views (76K)

+28.2% active users (11k)

+29.6% new users (10k)

Most viewed: Events, Walking, info on vacant Curzon

Google No. 1 for Visit Ripon &

Ripon BID

Instagram

- Views: 25.9k (+16.2%)
- Reach: 8k (+269.7%)
- Interactions: 764 (+37%)

Instagram Traffic Drivers

- Your Harrogate Love your Highstreet & Mothers Day Competition
- Pancake Day
- Valentines

Facebook

- Views: 184.4k (+25.5%)
- Interactions: 1.5k (+24.7%)

Facebook Traffic Drivers

- Pancake Day
- Local business focus
- Weekend events

Financial update. SB took the Board through the updated budget and spend YTD following the six month budget review with LB. SB explained that NYC were having issues with merging their systems and whilst this had resolved some issues it was ongoing work. LB explained that second reminder letters had gone out and this, she hoped, would result in more people paying their bills. LB has a quarterly BIDs meeting with NYC in April and the matter of enforcement is on the agenda at that meeting. SB highlighted the "Portas/Grip" funding that was now with the BID and LB asked that the Board approve spending that on a second three day Christmas market in partnership with Little Bird who have already booked the days with NYC. AW declared a conflict of interest as he is a personal friend of Jackie Crozier and

said he would be abstaining from any comments or votes on the matter. The Board approved using the funding for this purpose.	

AOB

Town of Culture LB explained that the Uredale Community Partnership (under Ripon Together) was putting in an Expression of Interest to the DCMS Town of Culture. The title is Small City, Big Landscape and the theme in pilgrimage – the journey of the place. Summer plans LB asked the Board to approve the spend on a climbing wall and face painter for three Saturdays in August to complement the program of events booked in for the other two Saturdays. The climbing wall would be appealing to all ages. The Board approved this. Hallowe'en plans LB asked the Board to approve the spend on a one day Pumpkin Patch and suggested that a local supplier such as The Greengrocer could supply the pumpkins. This was approved by the Board. Stakeholder meetings RJ explained that he had met with the Cathedral, both staff and chapter, and had explained how the BID worked, taken them through the business plan and answered any questions. A second stakeholder meeting is booked in with RCC for 21st April.	

RC thanked everyone for their attendance and concluded the meeting at 7:05pm.	

Future Board meeting dates: 18 May, 20 July, 21 September 2026