Minutes of Board Meeting 24th November 2025

Held at Ripon BID, 8 Westgate, Ripon

Board Present and constituting a quorum: Richard Compton, DL (Chairman), Stuart Baldwin, Stephen Craggs, Megan Green. Rick Jones (Joint-Vice Chairman), Mark Lancaster (Joint-Vice Chairman), Richard Taylor

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

Apologies: Rebecca Layton, Andrew Williams, Julian Rudd (guest) Richard Butcher (guest)

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 September Board and approval was given.	

Actions from previous meeting

LB confirmed that she had received RL's paperwork and SB confirmed that RL was now listed as a Ripon BID director on Companies House. SB confirmed that he had received everyone's Companies House IDs. LB explained that she would seek a meeting with Richard Butler from Tesco to discuss parking shortly. LB said that she was waiting on a photo from Yorkshire Vintners before they would be added to website and that she will arrange a meeting.	LB

Items for discussion

October Half Term recap LB gave a report on the pumpkin patch which ran for two days with c.600 people visiting. 12 businesses were on the pumpkin patch trail and 25 businesses on the spooky window competition which had 285 entries which was a good result and	

showed good engagement. The business winner was the Hair Lounge and one public winner who has not yet responded to LM. There was good press coverage with Look North on the 30th and they interviewed Stuart at the Portly Pig and Johnny from Three Blind Mice. That report was on the lunchtime news, and both the early evening and evening news. There was also a section in their report on the pumpkin patch. There were four press articles.

LB explained that she was pleased that the businesses got involved and posted about it on social media. Portly Pig actually got really involved by getting their customers to carve pumpkins at the bar and then created a window display with all their customers carvings.

Meeting with Sir Julian Smith, MP

RJ explained that LB had written a letter from Ripon BID inviting Sir Julian Smith to visit Ripon to meet prior to the upcoming budget. The BID, alongside two Ripon hospitality industry representatives (RJ and RL), met with him on Friday 21st November to put forward concerns regarding possible tax rises and minimum wage rises for younger people – effectively pushing them out of work. Sir Julian said he had already passed on the BID's letter to the Treasury. The Employment Rights Bill which promises sick pay and protection from unfair dismissal for new workers from day one, was also flagged as a significant concern and the BID received an assurance that this would also be raised.

Ripon's Magical Artisan Market

LB said she felt it had been a big success. It was a major piece of work to get it all to happen. The entertainment was really good and very well received. The timings had been thought through to mitigate the impact on the Cathedral Gift Fair and create and full weekend of markets and entertainment. Timings were scheduled to ease traffic and parking issues. This was all in response to what traders had told us last January that they wanted to capitalize on the Cathedral Gift Fair visitors and bring them into the city which we feel we achieved.

Feedback so far has all been positive, with Mountain Warehouse saying they had an exceptionally busy Saturday and Claro Lounge reporting a big uptick in visitors.

One of the market traders said that it was his second biggest market he'd ever had for sales. All the pubs were busy including Portly Pig and Black Swan. Three Blind Mice was also busy on Saturday so it wasn't just hospitality then benefitted. LB said that some businesses such as Hot Lava, Big Bites, Oliver's Pantry and Storehouse had all linked offers through their socials which is what we wanted. LB took the Board through some photos and social media comments on the Market which were all really positive. LB is sending out a feedback form to Ripon BID businesses to ask if they benefited and those results plus the footfall figures will be included in the evaluation document. LB explained that she had paid for an editorial in the Christmas Guide in Harrogate Advertiser but was disappointed that they had not reported it otherwise. LB will mention this next time she speaks to Graham Chalmers. LB will also do a post market press release once she has some draft footfall figures. MG asked if it was worth having a list of Ripon bricks and mortar businesses up at the market to direct people. LB explained that the Indie Maps had been available and too much written information would be confusing. RJ also pointed out that all his cups had the Visit Ripon QR code on them to direct people to the website. RC asked if there would be a knock on effect for the Thursday market and LB said she would monitor. LB explained that she had written to AW with a complaint regarding the Saturday market traders and communication from NYC alongside problems with Parking Enforcement. <u>Networking</u> LB asked for this agenda item to be moved to January Board meeting to give her time to report back after next Uredale Community Partnership meeting. RC agreed to this. <u>Digital Update</u> LM reported on the digital stats as follows: <u>Website</u>	LB LB LB

62k page views & 8.2k users since the last board meeting. The graphic shows the performance over the past 28 days which shows a jump of over 27% in user numbers. Most viewed pages were events guide, Christmas lights switch on, walking routes, attractions & our Christmas page. We have retained the number one ranking for Visit Ripon & Ripon BID – Ripon Together is currently sitting at No. 1 on Google from Ripon Events even though their site redirects straight to Visit Ripon. LM and ML will discuss and try and rectify. Top 5 User Locations Bath, Ripon, Leeds, Newcastle, Harrogate Instagram Instagram views achieved 19.1k Via Instagram we reached 3k users Christmas lights switch on, Halloween activities and weekend events all helped drive traffic & engagement Facebook Via Facebook we achieved 98.3k views We reached 24,808 users Top posts include Christmas market, Halloween activities, weekend round up's and Christmas lights switch on have all helped to drive traffic and engagement. LM also explained that over the weekend a reel walking around Tesco and got 47,000 views, 200 comments. LB said she would like to send those stats to Richard Butcher and LM will send them over. LM will do the same for the other supermarkets in the run up to Christmas and into New Year. LM also said she could leverage the positivity about the markets and keep up the narrative on that. MG mentioned the updates and Instagram regarding hashtags and carousels. <u>New Term Ballot Progress</u> LB explained that she had written a draft 2026-2031 business plan which has gone to the reballot steering group for feedback. Once that is included it will be sent to the full board.	LM/ML LM/LB LM LM LB

SC mentioned that he had sent LB comments on the "Myth Busting" section regarding business rates and LB will highlight the fact that NYC collect business rates on behalf of central government but only a tiny percentage of that money comes back to Ripon. This actually aligns with North Yorkshire's statements about reduced funding from central government. LB wants to have the business plan signed off before Christmas. <u>Financial update</u> SB took the Board through the budget summary which compares the actuals up to the end of August 25 to the budget to August 26, the project cost budget and the Profit Summary Comparison to Budget to Aug 26. All these figures are based on the New Term Ballot being successful. SB asked LB to make sure that NYC sent through the spreadsheet with the levy monies collected to end of November as soon as possible to allow him to invoice before Christmas. <u>Huq</u> NB: updated Huq Lighthouse figures August 2025 saw a 7% rise in footfall vs the previous month of 7% and a 30% rise vs August 2024. These rises were predominantly driven by higher numbers on Tuesdays, Fridays, Saturdays and Sundays. August saw visitors from DL8 and BD176 postcodes continuing to visit and average dwell time increased from 33 mins in July to 52 mins in August. Spending power remains in £25k range. September 2025 saw a drop of 14% vs August – to be expected with the return to school – but a 22% rise vs September 2024 is promising. September saw visitors from DL8 and BD176 postcodes continuing to visit and average dwell time increased from 52 mins in August to 123 mins in September which is encouraging. Spending power remains in £25k range. LB flagged the uptick in the 60+ age bracket of visitors and the importance therefore of continuing to market Heritage Open Days. LM asked if the BID could sell advertising space in that brochure and LB said she would look into it.	LB/SB LB

LB will also ask NYC for percentage changes in car parking transactions to see if they marry up to the footfall reports. LB will also do some more investigation comparing the figures to pre-covid levels and report back to the Board. SC mentioned that the opening of the new Tesco this side of Harrogate might have a detrimental affect on those who currently travel to Ripon for shopping from Ripley, Pateley areas and LB said she would keep an eye on the postcode data. LB had asked NYC for their Place Informatics data on Thirsk, Knaresborough and other similar sized centres but NYC have said they will not release this to her as it could give Ripon a competitive advantage. LB will ask AW to take this up with NYC. <u>AOB</u> MG explained that she had found the public conveniences by the bus station in a dire state and asked if there was anything the BID could do to help. LB explained that this was NYC's responsibility and whilst the BID could add in additional cleaning there was no budget for it. LB also explained that NYC are trying to save money on public conveniences. RJ suggested a better optic would be for RCC to use some of their budget to add in additional cleans and the Board resolved that LB should write to RCC to suggest this. RJ mentioned that Tesco car park is currently 24/7 charging and that he and LB would seek a meeting and suggest free parking from 8pm to 8am to support the evening economy and the gym.	LB LB/AW LB

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

Future Board meeting dates: 26 January 2026, 30 March 2026, 18 May 2026