Minutes of Board Meeting 18th November 2024

Held at Ripon BID, 8 Westgate

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

Street Cleaning: LB added to the actions from September board meeting to say that more street cleaning was flagged at the Annual Review and asked KD to chase NYC on the baseline statements as without those the BID cannot show additionality.	KD

Items for Discussion

New Hire: LB updated to say she had hired a 2nd part time member of staff to free her up to meet with businesses on a more regular basis. Juliet Hawkins is a Ripon resident, formally working with Harrogate International Festivals. She will be working 15 hours per week as Business Liaison Officer, starting in January. Budget & Financial Summary: SB presented the budget for 2024/2025 including detailing the grant funding received (£22,000 of UKSPF) and ran through the current financial position.	

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Ripon & Rural Awards (business awards): LB asked if everyone had read the proposals and the board confirmed that they had. RJ explained that he felt that there was not enough detail on P&L or forecasted spend or what a sponsorship package would provide. RJ also expressed concern over the timing of the awards in March which he felt was a lean time for businesses especially with the ongoing roadworks. AW asked what benefit it was to BID businesses as it doesn't generate more customers. TR explained that as a business that gets many awards, it is good for staff morale and good for PR and comms which has value. However she expressed concern about the judging criteria which was echoed by SC. MG felt there was not enough transparency to commit BID funds at this stage. RJ added that he thought a media partner would be a better fit and ML said that he felt the awards definitely needed that. ML declared an interest as he had been consulted about the awards but felt that it could be a good benefit for the businesses not in the city centre. He went on to say he thought they needed a 3 year business plan for it to work. RC summarised by saying that the board could not make a decision based on what had been presented and that they needed more detail which should include a business plan and perhaps the board would look at it as a proposal for 2026.	
2026-2031 Business Plan: RJ explained that the current business plan is split into 3 sections, business support, access and facilities and local and visitor marketing. Moving forward the board needs to review the current plan looking at what we have achieved and what has worked well. RJ suggested taking one section at each board meeting and discussing future plans. He also suggested an informal engagement session with businesses in June/July. AW suggested speaking to Ripon Races about holding a session there on an evening raceday for maximum engagement and LB said she would speak to Jon Mullin about it.	LB
Digital report: LM presented an audit of the website by Adigi which highlighted various actions needed to ensure best performance. The majority of this should be covered by the retainer with Rise & Amplify (was DDC). LB said she would pass a copy on to ML for his input. Adigi had suggested an Historical Timeline was added to the website as these perform well and LB and RT would work on this. Other recommendations	LB/ML LB/RT

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were a visitor gallery where people can upload photography that can be done either via a hashtag, which will pull through from social onto a gallery or in a similar way to our events listings. A further recommendation was loading drone footage onto the home page which we should already have. ML noted that Ripon needed more Google reviews and the Ripon BID Google Business Card needs some work. A QR card could be added to correspondence to ask for reviews.	LM LB/LM
Market Square Resurfacing: AW explained that the weather this week is a growing concern but if all goes well the contractors should finish this Friday. They have not got as far as they had hoped in this first 4 week period due to the state of the ground under the road surface which is worse than envisaged and was caused by excess concrete adding to the weight of the sets laid in 2000 which caused damage to the sub structure. AW is pressing for a meeting with NYC and LB to look at how the next set of works can be better communicated with removal of unnecessary signage and having extended hours including weekends and more crew to try and ensure the works finish at the end of March. Also to be discussed will be the work due to be undertaken on Kirkgate (lifting and relaying of sets) and liaison with the businesses there. LB asked if there was a possibility of pausing the work in a worst case scenario and restarting in September and AW explained that the contractors would be scheduled to be moving on to something else and the funding might be moved elsewhere. RJ asked if there was any business interruption packages available and LB explained that businesses can contact the VOA and ask for a reduction in business rates based on disruption. SC asked about the traffic management crews and if they could be repurposed to work on the road and AW explained that these were not NYC contractors but separate traffic management workers – RJ suggested that they wore a different colour to distinguish them. LB explained that she was pushing for a date for the next NYC public consultation which had been promised for December.	AW/ LB AW/ LB LB
Free Parking on 2 Saturdays: AW explained that he had negotiated 2 Saturdays of free parking in December with NYC for all car parks. The board discussed which Saturdays would be best and could have the maximum impact in light of the lead time into them. AW floated the 14th and 21st December. SC suggested 21st and 28th December to get pre and post	

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Christmas sales activities and they are 2 weekends when families are together. The board agreed to these dates. LB & LM will promote. Huq footfall data: LB presented the October Huq report which saw the average weekly count rise by 35.8% year on year and more people coming in from West Yorkshire and an improvement in people coming in from Hartlepool and Darlington. LB also highlighted the shift in the day pattern of visits with less visiting on Tuesdays and Thursdays than last year. On spending power Ripon is bucking the national and regional trend in the £20k bracket. LB showed the drop in footfall year on year since the beginning of the roadworks and this will be updated once all the data is in. AOB: SC suggested that a huge spike in spend on the last payday weekend in November and then it dips and doesn't really pick up very much until 26/27 of December. SC suggested BID activity being focused more on that weekend next year i.e. snow globe etc. AW asked if people had seen the Christmas lights display this year which had been altered so that the central area is much more white and gold and less color. The board felt that the display looked excellent. RT asked if the obelisk could be lit up and LB said she would enquire with Tresspass/Nevisport and the owners of Burton Chambers to see if the lights could be switched back on. AW also highlighted how many people came to the light switch on which was nearer to the New Year's Eve crowds than ever before, hopefully a reflection of the reach of the BID's Christmas brochure.	LB/LM LB

RC thanked everyone for their attendance and closed the meeting at 7:40pm.	

Dates for 2025 Board Meetings:

27 January, 31 March, 19 May, 21 July, 29 September, 24 November

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