

Board Minutes from 28th July 2022

Held at the Workhouse Museum

Board

Present and constituting a quorum: Richard Compton (Chairman), John Alder, Stuart Baldwin, Rick Jones, Stuart Martin, Richard Taylor,

Apologies: Stephen Craggs, Annette Duffy, Kathryn Daly, James Brownless, Lee Kettlewell, Andrew Williams

Others

Present: Lilla Bathurst (Manager), Layla Martin (Comms Exec)

Proceedings

The meeting was called to order by RC (Chairman) at 3:30pm	
RC welcomed everyone to the Ripon BID Board Meeting. RC reminded the Board that the meeting was being recorded (with the recording destroyed after minutes are approved) and to declare any conflicts of interest on the agenda. RC asked if the Board approved the minutes from the June Board and approval was given.	

Actions from previous meeting

RC asked if anyone had submitted any queries and LB confirmed that anything submitted had been answered.	
--	--

Items for Information/Discussion

<p><u>Visit Ripon at the Races</u>: LB updated the Board, explaining that Ripon BID took 12 visitor attractions to the evening race meeting on 4th July to showcase to racegoers everything the Ripon city region has to offer. The BID engaged with a wide range of visiting racegoers and encouraged them to make a return trip and sample the wider delights of the city region. 24 BID businesses took up the offer of free tickets to the race meeting and the chance to enter the competition to win a race sponsorship, kindly donated by Ripon Racecourse. Jon Mullin of Ripon Races announced Forbes Gifts & Interiors as the winner, they were thrilled. A specially commissioned video of Ripon played on the big screen during the event and Ripon Races have agreed to continue showing this at future events. A shortened version of the video will be available to view on our website in time (when website needs to be refreshed) and is currently available for BID businesses to use in their promotions. Gave visitripon trolley coins to lots of visitors particularly those from NE. The attractions were also pleased with the event. RC asked how much the event had cost and LB confirmed it was c.£2,200. LB confirmed that she had spoken with James Hutchinson that evening and he was pleased with the support from the BID in bringing the attractions and providing musical entertainment. JA asked if the plan was to repeat the exercise next year and LB said she felt that it would be good to repeat it, but not as soon as next year and perhaps look at doing the same but in a different venue – for example Fountains Abbey. RC asked how the event success could be evaluated and LB explained that it was really an exercise in awareness and evaluation would be difficult – website views can only be broken down so far – the BID spoke to 80+ people. SBa stated that it would be difficult to prove income generated by most projects.</p> <p><u>RATH</u>: RJ confirmed that the project is going well with Kat Nellist and Steve Bolton having engaged with 46 BID Businesses and 4 non-BID businesses. Many do not have jobs to post at present but are still interested. Struggling with engaging the chains as the managers do not have the authority and it needs to come from HQs. There are 3 job adverts now on our website and social posts going out. RJ asked if RT had any voluntary jobs at the museums as 14-16 years are interested in this and it looks good on CVs. RT confirmed that they could post some short-term volunteering opportunities over the summer. AD has ordered and sponsored (through Specsavers) 250 water bottles with the QR code. The bottles were very expensive and so next year the BID would need to be looking for a big supplier and more sponsorship – possibly the chains. The bottles will be ready for the event on 18th August. RATH will be going into schools from October and pushing skillsets such as CV writing, interview training, what to wear etc. RATH will then be working with apprenticeship providers to take it to the next step. York BID have approached us about talking through how we have set it up, RJ feels it is too early to speak to them, but LB confirmed she had replied to say she was happy to have a brief chat, RJ didn't want York to copy the scheme and take credit. RJ went on to say that the Funded Team had got in touch about a grant for NEETs (not in education, employment or training: https://www.gov.uk/government/collections/statistics-neeet). At present it is not working well as the employers are not engaging, so there is a second grant for organisations to develop projects alongside. The Funded Team are a grant search and bid writing company – RJ felt it was worth pursuing grant searches for the BID. Kat Nellist has previous experience of writing grant submissions. RC asked if LB had had experience of this</p>	RT
---	----

in Hull and LB confirmed that the company they had used to write a submission was not worth the fee, but a fee to search for grants is definitely worthwhile. LB went on to explain that Dave Caulfield of NYCC had flagged up the Shared Prosperity Fund (£11m p.a. for NY) and he would keep the BID in the loop as to when we would be able to apply for that. RJ felt that with a large grant RATH could be rolled out to other BIDs. RC stated that even though it is a great thing, the BID should concentrate on our Ripon businesses. RJ felt that BIDs could come here and be trained on how we set it up. LB said that LK had a very good contact who is a leading light in grant funding so he may be able to give a good steer as to who to approach. RJ felt that a consultation with a grant finder would be a good idea, they could look at all the BIDs projects, not just RATH. JA asked if there was a central body such as the LEP that dealt with this and RJ said we would be speaking to Steve Bolton about it. RC said that the principle was agreed that the BID should seek 3 quotes from consultants. SM explained that Liz Mead at NYCC (Stronger Communities) and KD at HBC were experienced in this and LB should make contact. JA asked if the scheme could be licensed, RJ explained that it would be impossible to patent it. LM said you could build a toolkit that could be sold. SBa asked how many 14-16 year olds were signed up as the larger the number the more interested businesses would be. LB explained that once the schools reopen and RATH was going into schools we would have firmer numbers. RJ explained that it was vital that employers list jobs as if 14-16 year olds look at the website and see only 3 jobs listed they won't return to it. RJ asked LM to work with AD on a press release next week to get more employers engaged and posting jobs.

LK

LB/KD/
RJ

LM

Summer Activities: Summer Trail - LB explained that the Trail started on 23rd July and involves 20+ BID businesses. An entertainer is booked for 3 days doing 3 slots per day to lead children and guardians around the trail and point out BID businesses along the way. 1st day was Wednesday, and we had over 40 participants and a very good reaction from BID businesses. Details are all in August newsletter.

Summer FunFest - In conjunction with Ripon Together, it was Summer of Play, we have pushed to rebrand to appeal to wider age range. Schools have all been alerted and have had posters, posters are up by the schools and banners are up around Ripon. Businesses have also had posters for their windows. 18th August is the BID's day concentrating on the RATH age group and engaging with them. Social media push starting soon with Ripon Together. Details are all in August newsletter. SBa explained that the Gazette had put out a front page article with the old logo and branding. LB confirmed that they had had all the new details but chose to ignore them. [Ripon Together have now confirmed 112 bookings for 18th August so far].

Levy Collection / Court Summons: LB said there had been no negative press so far on social media or in print, but we had had lots of queries via email and phone calls. Unable to give full update on numbers as the team at HBC are on holiday. LB confirmed some larger payments have come through. HBC are still experiencing problems with payments being made into the incorrect accounts (i.e. business rates). LB said for next year a simplified instruction as to how to pay would be necessary, stray payments causes a lot of work for the BID but even more work for HBC. SBa said instructions should also say what not to do. RT asked how many live liability orders there were and LB confirmed there were 15.

Social Media/Website: LM updated the board on social media stats - it has been a buoyant month off the back of the Your Harrogate competition. On the Visit Ripon Facebook page we have reached 11k+ people which is up 113%, engagements were up 382% (just over 2k people), likes were up 1120%. Ripon BID Facebook reached 13k+ people with 758 engagements, with boosted posts. Across both we were up 883% in terms of follower numbers, likes and engagements. Visit Ripon page has 280 likes and 377 follows, the Ripon BID page 180 likes and 290 follows - so to have a reach on Visit Ripon of 11k+ from a relatively small number of follows means that the people who are following are really engaged with what they are seeing. The most liked post was the People Make Places piece on Karma on 11th July which reached 4827 people and got 172 reactions, which shows people were really invested in what they were reading. On Instagram we were up 67% in terms of the amount of accounts it was engaged with and has 611 followers, up 32.5% on last month. Our social media followers location data shows top 5 as Ripon, Harrogate, Boroughbridge, Bedale then Thirsk - which we feel is from people following the Summer Trail and other local events. We look on course to hit 1000 followers by end of August. On the website our user numbers are up 105%, with 146 users across 198 sessions this month. The bounce rate is up slightly, at 56.7% for this month. Most people are looking at the website on a mobile device and we will constantly test this. Most people are finding the site via a search engine, then typing in the URL direct, then via a social media referral. LM will do further research into the SEO to organically boost the site. LM explained that the search engines send "spiders" into the website to "scrape" content so key words such as Ripon, Family, Fun etc. LM will put together a keyword tool report and see what people are searching for and then we can boost the website accordingly. RJ asked if we could produce a business card with a QR code to the website which would be useful for accommodation businesses particularly to

LM

<p>leave in bedrooms and direct guests to all the information. LB will arrange. LM is getting a quote from DDC for a blog section which will help the SEO making sure that it is "feeding the spiders" what they want to see but it also helps with perceived value to the businesses. The most viewed page on the website is the Home page which is expected, the next is the Ripon BID page, then the RATH pages, the Summer Trail and then the apprenticeship jobs (which could explain the rise in bounce rate as we don't have enough jobs on this page).</p>	LB/LM
<p><u>Financials:</u> SBa updated on the financial position. Levy income figures are estimated as we don't have final figures from HBC. Other income in July were for hanging baskets from non-levy paying businesses. Running costs continue on track. YTD and Year to Aug show figures close to budget. Project spend under budget due to timings and ginnel project came in under budget. Access and facilities spend is delayed due to signage projects being delayed. Floral budget spend (under ARG fund) is under and LB will speak to HBC about switching this spend into another project within ARG submission. SBa said he felt that compared to other BIDs spend in year one, Ripon has done well to achieve the projects and spend that we have. RC thanked SBa for his work.</p>	LB
<p><u>TownandPlace.AI:</u> Details were sent our prior to the meeting. LB explained that we are now comparing Ripon figures to Thirsk and ran through the headline figures. JA flagged up some anomalies and LB stated that Clive Hall will be able to answer further questions at the next board meeting.</p>	

Items for Approval

<p><u>Xmas Lights:</u> RC asked RJ to talk through where we were. RJ & LB met with AW and Paula Benson and discussed what RCC wanted from the BID. LB had researched what other BIDs (or Chamber of Trades) contribute to Xmas Lights and found out that most contribute significantly. RCC estimate the lights cost £40k per year (with an extra £15k for the switch on event). RJ said that he had explained to AW and Paula Benson that as a BID we have a requirement to be totally transparent and therefore need to see all the costings and breakdown of how the money is spent. AW has asked the BID for a £10-12k contribution towards the lights. RJ suggested that the BID takes on the Xmas brochure from RCC – RCC would give the BID all the copy for the 8 page brochure which details all the events etc. The BID would get it designed and distributed and get £12k in sponsorship from businesses to be featured in the brochure. The brochure has a distribution locally of 20k. The BID would only commit on a yearly basis. RJ explained that the BID has already earmarked a spend of £7k on various Xmas projects. RC stated that the risk would be if we did not get any take up of sponsorship from the businesses the BID would need to fund it and RJ confirmed that it would then come out of the November budget for marketing. SBa asked when we would have to confirm Free After Three and LB confirmed that the music element was already booked and the social media/advertising push would need to be done in October, RJ further confirmed that the brochure would need to be out by mid-October and therefore sponsorship packages would need to be nailed down by mid-September at the latest. RJ suggested that Farmison's would be good to target as a major sponsor and then encouraged to become a voluntary levy payer thereby killing two birds with one stone. RJ also flagged up that the larger businesses such as supermarkets all have community budgets that they need to spend and should be targeted for sponsorship. SM asked if the BID was to contribute to ¼ of the budget what would we get out of it, what say would we have over the choice of lights, where they go etc. RJ expressed his preference for the lights to all be warm white (similar schemes run in other heritage cities such as Canterbury) and RJ went on to explain that RCC own most of the lights, however there should be the ability to switch the lights to white. LB has canvassed the businesses who like the idea of all white schemes but from a commercial point of view like the coloured lights as they feel it brings families in. SM said he totally supported the idea of working with RCC on Xmas lights but as we are working on behalf of the levy payers we must have a voice in the decision making process. RJ confirmed that this had been discussed in the meeting with AW and Paula Benson and a full breakdown of costs and a map has been requested. SM asked who would agree the content for the brochure and RJ confirmed that would be the BID. SM said he felt that the BID should have a page in the brochure to get across our message (i.e. shop local etc). LM pointed out that direct mail campaign slots need to be booked in well in advance and that she would expect artwork to be done in August, print the middle of September. RC summarised by saying the BID should have a page in the brochure and some say in the design/type of lights, RC suggested that SM join the Executive Group for Xmas lights and the Executive Group to make a decision once further information is available from RCC.</p>	SM
<p><u>Bike planter on Coltsgate Hill:</u> LB explained that as part of the submission for ARG funding, and as discussed with Ripon in Bloom, she has sourced a classic 1970s bike from Resurrection Bikes. This has been kindly collected by G Craggs and delivered to The Forge for 6 planters to be welded to it and spikes to secure it to the ground attached. The bike would be painted black as a welcome to all cyclists rather than a direct reference to Tour de Yorkshire. The planting and upkeep would be done by Ripon in Bloom. Total cost c.£400. LB asked for approval from the</p>	

Board and this was granted. RT flagged up that there are quite a few blacksmiths in Ripon and LB took that onboard.	
---	--

<p>AOB</p> <p>AOB: RC asked for the date of the AGM (17th October) to be noted in everyone's diaries.</p> <p>SBa flagged up the St Wilfrid's Stars project that Ripon Together are organising and LB confirmed it was in the August newsletter and on the BID's Facebook page. RJ asked for it to be included in the new section on the website and LB and LM confirmed they would do this. RC declared a conflict of interest as he is one of the judges.</p> <p>Dates for the next Board Meeting: 14 Sept 6pm, 10 Oct 6pm, AGM 17th October 6pm (venue TBA), 14 Nov 3:30pm, 12 Dec 6pm</p>	
---	--

RC thanked the Board for their attendance and the meeting concluded at 5pm.	
---	--