Minutes of Board Meeting 30th September 2025

Held at Ripon BID, 8 Westgate, Ripon

Board Present and constituting a quorum: Richard Compton, DL (Chairman), Rick Jones (Joint-Vice Chairman), Stuart Baldwin, Richard Butcher (guest), Rebecca Layton (guest), Andrew Williams

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

Apologies: Stephen Craggs, Richard Taylor, Tony Denton (guest), Julian Rudd (guest) Mark Lancaster (Joint-Vice Chairman), Megan Green.

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 May Board and approval was given.	

Actions from previous meeting

LB asked RL if she could have her documentation and RL confirmed that she would supply this. RC asked if the minutes from previous meeting an accurate record and the board confirmed that they were.	LB/RL

Items for discussion

Companies House ID Verification: SB explained the need for all directors to either supply him with their code done by their accounts for other companies or attempt to get a code themselves. If neither of these options works SB can do this for any director for a small fee. LB explained that SC's accountant had tried but they had not received the follow up email but were chasing up. SB said he had received 3 or 4 codes from BID directors. SB will send an email out by the end of this week explaining the above.	SB

New Term Ballot progress:

LB stated that the Annual Review would take place on 27th October 6-8pm at the Ripon Inn and invitations were going out this week. This will give the BID a chance to update on all projects undertaken in 2024-2025, explain 2025-2026 plans and talk briefly about the New Term Ballot. LB explained that the ballot would run from 11th of February to 12th of March, which is before our term ends on the 31st of August 2026. If successful it would give the BID a mandate for another five years from 1st September 2026,

LB said the draft proposal document was with NYC legal team and she has a meeting booked in with NYC legal and NYC regeneration for next Monday. At this stage LB said she is getting all the legal process out the way.

LB confirmed that she is trying to talk to as many large/key levy payers as possible at the moment.

Report on Summer Activities:

LB explained that the BID had trialed an augmented reality trail this summer and the AR company then produced a report stating exactly how many people have done it. 1576 players took part, walking an estimated 6.3 million steps and burning 316,000 calories. The BID can promote it as a very healthy trail but generally it was something new. Some of the pictures on social media were fantastic, especially when people realised that they could take that AR character elsewhere.

Super Summer Saturdays entertainment saw a 30% uptick in August Saturday footfall in comparison to 2024. The BID had entertainment on 4 of the 5 weekends and Ripon City Council had entertainment in the square on 2 of the Saturdays. The BID's entertainment saw c.100 children each Saturday, all accompanied by adults. 80% said they were going to or had already spent money in Ripon because there was a free event to do so.

RJ asked about doing an AR trail again and LB said she had a suggestion in the Annual Review presentation for a bespoke AR Alice in Wonderland trail that could run permanently. RC asked if that could be linked into certain carvings and buildings in Ripon and LB said it could as each trail stop has a question which could direct people to the history of CS Lewis in Ripon.

Heritage Trail & Activity Booklet proposal:

LB proposed a Heritage Trail, similar to the walking and indie maps, but focusing on heritage in Ripon, working with the civic society, and David Stead about it. David Stead to add in WM Turner and his links to Ripon. LB suggested highlighting some of the quirkier bits of heritage like the Joseph Webb Destructor Lamp on Victoria Grove.

LB said the team would like to work on an activity booklet for children, again focusing on heritage of Ripon which could service businesses such as opticians, car showrooms, hair and beauty or hospitality - anywhere where people might have children sitting there being bored. The suggestion would be to supply an initial amount and then give businesses the PDF to arrange for printing more. This way the BID would not constantly be servicing one very high user. RJ asked when this would be and LB suggested April/May in time for summer. LB asked for the Board's approval and it was given. Digital update: LM gave the following update since the July Board meeting. Website 32,721 page views & 11,154 users since the last board meeting. Most viewed pages were Walking Routes, Attractions, What to Do, Events and Food & Drink pages which is great news for levy payers as it shows users are actively seeking places to both visit & dine Retained the number one ranking for Events in Ripon, Visit Ripon & Ripon BID User Locations London Ripon Bath Leeds Manchester Newcastle Harrogate Plymouth Birmingham LM stressed that this was all organic traffic as the BID doesn't pay for any pay per click advertising which shows there's a real appetite for people looking for things to do in Ripon. Instagram Instagram views achieved 27.2k + 44% Via Instagram reached 4.7k users + 94.9% 792 content interactions + 7% Super Summer Saturdays, AR trail & Heritage Open Day events all helped drive numbers Facebook Via Facebook achieved 185k views + 28.2% We reached 55.4k users + 45.7% 1.8k content interactions + 7.1%	

Top posts include St Wilfrid's Procession (17.8k views), Winning Wednesdays (7.6k views), Summer events & Heritage Open Days (1.3k views) and Hornblowers (6k views) have all helped to drive traffic and engagement. LB noted for the minutes to thank all the attractions who had donated the prizes for Winning Wednesdays. <u>Financial update:</u> SB updated the Board on the financial position as follows – Levy income is just under budget but income is well up in the 'other income' bracket, especially grants, 43k compared to a budget of 22k and more than we've received in previous years. Total running costs are 8.6k under budget and projects were within 1.4k of budget. <u>Footfall June & July:</u> LB presented the footfall reports as follows: Huq – June 2025 The average weekly footfall decreased to 96,030, down 12.2% from the previous year. Similarly, daily footfall figures also showed a decline, with an average of 13,719, compared to 15,628 in June 2024. Weekday footfall at 14,117 and weekend footfall at 12,789, marking decreases of 10.4% and 16.4% respectively. These figures are notably lower than both the Yorkshire and the Humber average of 16,818 and the national average of 20,785 for the same period. Monday experienced the most pronounced dip in footfall, decreasing from 18,570 to 15,929. North Yorkshire maintains the highest share of visitors at 72.3%, an increase from 68.4%. Thursday remained the worst day of the week. While HG4 remains the area with the highest visitor share at 11.1%, it has seen a decrease of 1.1%. Conversely, DL8 shows a positive trend, with its visitor share increasing by 1.1% to 1.7%. Huq – July 2025 Decrease in footfall, with average weekly figures dropping to 103,921 from 111,030 year-to-date, marking a 6.4% decline. This trend was observed across both weekdays and weekends, with weekday footfall decreasing by 4.6% to 15,487 and weekend footfall by 12.8% to 13,001. There was a decrease of 7.6% compared to July 2024. Notable dip on Thursdays where footfall decreased from 16,923 to 14,760. This specific weekday saw the most significant change, Additionally, the 12.8% decrease in weekend footfall presents a challenge for events aimed at boosting economic activity. The Catchment Map data reveals an increase in visit share change for DL8, from 1.44% to 1.86%. The spending power of visitors over the last 12 months: Ripon is above the Yorkshire and Humber average and the national average for the 25k-30k spending power group.	

Some explanation can be found in that there were 5 Saturdays in June 2024 and only 4 in June 2025. Heatwaves followed by thunderstorms will not have helped. Attractions have reported good footfall to the Visit Ripon Group so there may have been a move away from the city centre to outlying attractions. LB also reported a good rise in footfall for St Wilfrid's Procession from 12.8k in 2022 to 23.3k in 2025. LB explained that North Yorkshire Council is paying Place Informatics for some footfall data, not only for Ripon, but also Thirsk and Knaresborough and LB has asked for this so that she can compare trends. LB also refers to the BRC and Beauclair's data. Thursday footfall – **N.B. revised figures from what was presented** - Estimated actual footfall for Thursdays Jan-Sept 2025 was 432K with Thursday the 2nd worst performing day. Estimated actual footfall for Thursdays Jan-Sept 2024 was 472K with Thursday the worst performing day. LB will continue to monitor all days.	

AOB

Richard Butcher asked how they can support the BID moving forwards and LB said that they would have a separate meeting on this. LB mentioned the 3 day Christmas Market which will occur just after their proposed opening date of 20th November and flagged car parking arrangements. LB explained that she is partnering with North Yorkshire Police and North Yorkshire Council Safer Communities Team to take part in operation Super Tornado on 15th of October. This will be on the square in a mobile police van, but also going out and talking to all the businesses, encouraging those that aren't on the radio to get on the scheme. LB asked the Board if they approved voluntary membership for Yorkshire Vintners and the Board approved. LB will arrange with SB for an invoice and JH will arrange for a photograph and add them to the website. AW explained that The Black Swan yard was sold yesterday to the doctor's surgery, who plan to demolish all the buildings on the site and have extra car parking.	LB LB/SB JH

RC thanked everyone for their attendance and concluded the meeting at 7:20pm.	

Future Board meeting dates: 24 November 2025, 26 January 2026, 30 March 2026, 18 May 2026