Minutes of Board Meeting 31st March 2025

Held at Valentino's Restaurant, 14/15 Westgate

Board Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Megan Green, Rick Jones, Mark Lancaster, Rebecca Layton (guest), Kathryn Daly (NYC Guest)

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

Apologies: Stephen Craggs, Andrew Williams, Richard Taylor, Tony Denton (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 November Board and approval was given.	

Actions from previous meeting

LB explained that updated baseline statements and an updated operating agreement were in hand with North Yorkshire Council and KD explained she had a meeting about it on 1st April and statements would be ready by the next quarterly BID managers meeting in May.	KD

Items for Discussion

Summer Activities LB presented a 6-week augmented reality trail from High Street Safari. This would be an off the shelf trail and could include a bespoke character of Wilf the Drama Llama from Ripon Theatre Festival for around £300 extra. Expect to get good engagement from businesses as there is the opportunity to add offers etc. into the trail via participants' phones. There is no app to download you just scan the QR codes. The trail will consist of 10 unique AR characters with the ability to add extra 2D characters to include more businesses. All trail data is recorded so it will tell us	

which days/times are busiest, how many people took part etc. This can then all be used to see if we would like to invest in a bespoke Ripon trail aimed at an older audience and visitors. MG asked if there was leeway on pricing if we ordered both and LB explained that there wasn't but she felt she would be able to do a good deal. ML confirmed he had used AR trails before and that they are incredibly successful for engagement. One was for homes fair in Glasgow, and they saw engagement rates of 84% and the people who were actually selling or offering things, saw huge returns(80-90%). ML went on to say that content creators love it. LB went on to explain that the other idea for summer is "Super Saturdays". Adding entertainment on 4 Saturdays in the summer holidays such as Bubble Artists, Stilt Walkers or Music. These can be in different places (depending on safety). The total cost of both of those activities is £4300 (dependent on Wilf the Drama Llama being added into the AR trail). RJ suggested avoiding Saturday race days and LB confirmed she could do that or alter timings until after the first race. LB asked the Board for approval of the spend and approval was given. Ripon Big Sky Wheel LB explained that the Sky wheel will be operating from 5th April to 27th April - North Yorkshire Council Parks and Open Spaces department had organised it, but had handed marketing over to the BID. LB went on to confirm that she had done interviews already with Your Harrogate and BBC Radio York. Radio York are coming to Ripon on Easter Monday to promote it and also do an Easter egg hunt. LB explained she had organised a press event on Friday 4th with Your Harrogate., BBC Look North, ITV Calendar, Northern Echo and Yorkshire Post all due to attend. ITV Calendar have already run a piece in their Breakfast Bulletin. Expecting to get good media coverage and businesses are engaged with it. Ripon BID and Ripon City Council both have free tickets to use in competitions. RC asked for posters for Newby and LB said she would send over the print files [Julie Moffitt has confirmed receipt]. LB said she hoped that the operator would be pleased with the return and there would be the opportunity for him to bring something for Christmas. This would still be organised by North Yorkshire Council from a contracts point of view. Vibrant & Sustainable High Street Fund LB explained that at a post-Christmas meeting with Ripon BID members they had asked LB to explore the opportunity of having a Christmas market with wooden huts over a 3-day period but with the opportunity for Ripon BID businesses to trade there.	LB LB

LB has worked with Jackie Crozier of Little Bird to put in a bid to the fund for the hire of 20 wooden huts for a 3-day market on 21st, 22nd and 23rd November to coincide with Cathedral Gift Fair and make that weekend a real reason to visit Ripon. The market would be curated by Little Bird, as the experts, with BID businesses given first refusal for pitches. If successful then there would be the opportunity to bid for further funds to purchase 10 huts which could be hired out for Ripon events and to other centres. LB has sourced low-cost storage for these and included a business plan in the initial bid showing profit after 2 years. LB explained that wooden huts go some way to weather proofing a Christmas market. The market on the Friday would run in the afternoon and into the evening with the Saturday and Sunday being day time markets. LB also explained that the Harrogate Christmas market is out of contract with North Yorkshire Council. ML said that the long term economic impact of Christmas markets was substantial for businesses. LB said she had included data with the funding bid showing that the impact could be anywhere between 5-90% uptick in sales. LB went on to say that she had partnered with Enterprise Made Simple on another bid to the fund to provide digital audits for retailers including 1-to-1 in house work with each business. RL said that she thought this type of project ticked all the right boxes for funding but had found take up was low on training in her experience. LB explained that the First Aid Training had had a really good take up and as this training would be offered in a business she expected it to be successful as retailers would not have to take time away from their business. RL also asked what would happen if there was no take up. LB explained it would be offered to BID businesses first but that EMS would be responsible for data collection, monitoring forms and running the project. RC asked what the financial benefit would be to BID businesses and LB said she would find out. **Digital Update** LM took the Board through the figures since the last Board meeting which were as follows: <u>Website</u> 17k page views & 6k users since the last board meeting. Web traffic is up 68.9% 01/02/2025 to 01/03/2025. Most viewed pages were Walking Routes, Attractions, What to Do, Food & Drink We have retained the number one ranking for Events in Ripon, Ripon Events, Visit Ripon & Ripon BID.	LB

User Locations

- Ripon
- Leeds
- Newcastle
- Harrogate
- Manchester

Instagram

Instagram views achieved 9.5k
Via Instagram we reached 1.6k users

290 content interactions

February half term at Ripon Museums, weekend round ups and food related content all helped drive numbers

Facebook

Via Facebook we reached 54.8k users and gained 29.4k views

381 content interactions

Top posts include Easter crafting sessions, National Lottery open days & Valentinos pizza deal all helped to drive traffic and engagement.

LM explained that advertising space was now available on Visit Ripon with the rate card detailed below:

Advertising Space	Spaces Available per month	Potential Audience (Page views per month)	Rate Card Price per month
Header Banner	3	10,000	£250
Featured Blog Article	2	TBC	£150

This would be offered as a benefit to larger levy payers with the potential for paid advertising from other relevant parties. LB explained that the attractions had been asked to submit artwork so that the advertising could go live.

Financial Update

SB updated on the financial position at February 2025 and the budget to August 2025 including the amount of levy received and the expectation to hit the 95%

collection rate figure. LB explained that reminder invoices would be going out at a date to be agreed with North Yorkshire Council which should bring in further levy.

Huq Footfall Figures

LB explained that she now had updated December 2024 footfall data with the new boundaries in place. The new boundaries include Minster Gardens and the top of Kirkgate to capture visitors to the Cathedral and the top of Allhallowgate to capture visitors to The Workhouse Museum. The new data now shows that In December 2024, Ripon experienced a slight increase in footfall, with average weekly numbers rising to 110,145 from 109,398 in the year-to-date and the last twelve months. This trend was consistent across weekdays and weekends, with average daily footfall hardening to 15,735 from 15,628 in the same period last year.

Average weekday footfall in December 2024 was 15,328, down slightly from 15,757, while weekend numbers saw a slight increase to 16,729 from 15,304.

The Day Part Chart indicates a general decrease in footfall on weekdays, with Monday and Thursday showing the most notable dips.

The Quarterly Dwell-time Data for Q4 2024 shows an increase in the 10-30 minute dwell time category, suggesting that visitors are spending more time in the area than in Q3 but less than Qs 1 & 2. Additionally, the Annual Disposable Income data for Yorkshire and the Humber indicates a high concentration of the population in the annual disposable income of £20,000 bracket, significantly higher than both the regional and national averages.

Update on Projects

LB gave the following update on current projects:

<u>£40,000 Towns Boost Grant in partnership with CA, NYC and FSB</u>

- Market square (southside) steam clean – 18th May.
- Digital radio campaign via Greatest Hits Radio targeting A1 corridor – stats will be available at end of campaign
- GHR Drivetime sponsorship Feb, Mar, April (April includes the wheel and Easter activities).
- Jamline sponsorship & Love Your High Street campaign via Your Harrogate:
- 4 new heritage photograph pop up banners for empty units plus 10 Spa Baths boards
- Training packages – digital & First Aid (130 trained in first aid)
- City image bank – covering 30 businesses

• Enhanced digital mapping on website • 16 new planters to replace wooden ones on Kirkgate Easter Activities • 34 businesses taking part in trail. • Crafting sessions now available to book. Colour Your Streets • Colour in Ripon www.colouryourstreets.co.uk colouring book to be created. • JH has been liaising over this and suggested the 16 landmarks to be included. • JH will liaise with possible stockists and help Colour Your Street with this • Credit to the BID on inside back page. • Wholesale prices is £5.99 with minimum order of just 25 • Generally retail at around £10 • Due to be ready for summer **AOB** RC asked if there was any other business. SB asked about the engagement event at Ripon Races on 4th June and LB explained that the BID was partnering with Ripon Together and the sponsors Energy Oasis. LB is expecting marketing material to be available soon. The event will be publicised via the BID, the FSB, North Yorkshire Council and Review Ripon. Free race day tickets will be offered to those attending and LM and JH will be there to represent the BID on the day. KD explained that the new Head of Tourism, Tony Watson, had started in post and she was arranging an informal meeting with him and LB. LB explained that the BID had done some exploratory work on enhanced seating in the market square to encourage dwell time. This document is a starting point for discussions with North Yorkshire Council and Ripon City Council and not a final design in any way. LB said she hoped to include AWB in discussions.	

RC thanked everyone for their attendance and closed the meeting at 7:15pm.	

Future Board meeting dates: 19 May, 21 July, 29 September, 24 November