## Minutes of Board Meeting 27th January 2025

Held at Valentino's Restaurant, 14/15 Westgate

Board Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Stephen Craggs, Rick Jones, Mark Lancaster, Andrew Williams, Richard Taylor, Rebecca Layton (guest), Barbara Brodigon (NYC, Guest)

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

Apologies: Megan Green

### Proceedings

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| The meeting was called to order by RC (Chairman) at 6:00pm | |
| RC welcomed everyone to the Board Meeting.<br>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 everyone to introduce themselves as Juliet Hawkins and Rebecca Layton were new to the meeting. RC asked if the Board approved the minutes from the November Board and approval was given. | |

### Actions from previous meeting

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| LB confirmed that the conversations with NY Street Scene were ongoing and progressing.<br>LB added that we are still waiting on the baseline statements from NYC, LB is expected to be updated by Kathryn Daly at a NYC/BID meeting on 28 January. All NY BIDs will stress at that meeting that NYC must issue the baseline statements as without those the BID cannot show additionality. | LB |

### Items for Discussion

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| Easter:<br>LB proposed plans for Easter, including an Easter trail where the businesses taking part will display a poster in their windows. Using Rascals Entertainment, the BID plans to have two days of children's activities based in the Claro Lounge: an Easter bunny, face painting, balloon modelling and easter crafts sessions.<br>LB asked SB if there was enough in the budget and approval was given. | LB |

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| SC expressed concerns about holding events in one business only. AW was also concerned about using one premises for the Easter events and suggested using the cabman's shelter as an alternative to draw in lower income families to the events.<br>There was also discussion surrounding the days proposed, LB will ask Rascals if Tuesday 8th and Thursday 17th April are available and look into the viability of using the cabman's shelter for facepainting and the Easter Bunny [the dates are available but the cabman's shelter is not a viable option as it would need an extra Rascals staff member].<br>BB suggests asking the young volunteers at YMCA or Power of 10 who are looking for volunteering opportunities to take part on the days. LB to enquire with Rascals if that would be possible due to insurance etc. [This is not possible, but LB will look to include them in other events]. | LB |
| Business Plan 2026 - 2031:<br>LB presented the Business Plan and highlighted what is missing at present, which is primarily what is the BID going to achieve in the second term. LB asked for input from the Board.<br>AW suggested marketing Ripon as an alternative to York, due to car parking price rises. LB and LM added that using radio campaigns could work to extend the Visit Ripon reach and target specific sectors going forward.<br>SB talked about the need to raise funds with sponsorship if the BID is looking to proceed with bigger projects. SB stressed that much of the BID's income is already allocated and therefore sponsors would be needed to extend options for further events and activities outside of the current remit.<br>LM talked about the possibility of monetising the website, selling advertising space to non-levy payers that are interested in promoting themselves via Visit Ripon. AW suggested implementing that now to increase revenue. LB stated she wanted to offer the free promotion to larger levy payers first before offering to others.<br>RC asked for further detailing and guidelines by the next meeting. | LM / LB<br><br>LM |
| Reballot consultants:<br>RJ explained that the BID is currently in the development stage. Constructing the Business Plan, chasing the baseline statements from NYC before proceeding further with tenders from consultants. Once the baseline statements have been received, the next stage would be to develop the staff and board organisational model, financial projections and market research into the top levy payers. | |

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| The term is over in August 26, advice has been to go to reballot 6 months before. The proposed date is therefore around February 2026.<br>LB will gather competitive quotes.<br>AW raised concerns over the timings proposed. RC explained that the consultants can help with the strategy for the timeline. LB to consult and report back.<br>RL questioned whether any of the voting parameters would be changed for the second term, LB confirmed they would remain the same.<br><br>Financial Summary:<br>SB ran through the current financial position. There were no surprises.<br><br>Digital report:<br>LM presented latest figures of the traffic on the website; 18k page views & 12k user engagements since the last board meeting. Web traffic up 11% based on 01/12/2024 to 01/01/2025. Organic searches were strong however have a high bounce rate. Referrals from social media were slightly lower with a good dwell time on the site. The website has retained the number one ranking for Events in Ripon, Ripon Events, Visit Ripon & Ripon BID. There was good engagement on socials, Instagram and Facebook. Locations were still within easy reach of Ripon, Bradford made the top 3 for the first time, possibly due to radio campaigns.<br>LM would like to do a spring refresh of the website to address issues from the initial setup of the website. The aim would be to relaunch in March.<br><br>Market Square Resurfacing:<br>LB updated that Highways have confirmed that they are slightly ahead of schedule, they haven't encountered any further problems, so they are aiming to have a crossover of traffic management in mid-February. Opening up the east side and closing the west and south side. AW confirmed they are contracted to finish by Wednesday of Easter week, but NYC are hopeful they may finish earlier.<br><br>Huq footfall data:<br>LB presented the November 24 Huq report which saw the average daily footfall having slightly decreased to 12,964 from the year-to-date average of 13,419. This slight decrease could suggest a general decline in daily visitors, affecting daily business operations and sales. Despite the recent softening, the data shows an improvement over the past two years. | LB<br><br>LB<br><br><br>

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| Average dwell time up from October 2024 however dwell is down over last 12 months and from previous year.<br>There was an up-tick in international visitor spend in November compared to the last 12 months with domestic spend remaining fairly level.<br>LB proposed changing the current Huq data boundary to a customized version to include both the Workhouse Museum and the Cathedral in the data. The board agreed to these changes.<br><br>AOB:<br>LB asked for funding to help with marketing and contacting the big levy payers by upgrading to LinkedIn Premium. ML gave context to the social media tool to widen our reach and access head office contacts who are otherwise hard to access. SB confirmed there is contingency in the budget for the spend. | LB |

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

**Future Board meeting dates:** 31 March, 19 May, 21 July, 29 September, 24 November