

Board Minutes from 25th April 2022

Held at the Workhouse Museum

Board

Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Stephen Craggs, Kathryn Daly, Rick Jones, Lee Kettlewell (via telephone), Stuart Martin, Richard Taylor, Sheila Webb (Observer)

Apologies: John Alder, Lindsay Austin, Annette Duffy, Andrew Williams

Others

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

Proceedings

The meeting was called to order by RC (Chairman) at 6pm	
RC welcomed everyone to the Ripon BID Board Meeting. RC reminded the Board that the meeting was being recorded and to declare any conflicts of interest on the agenda. RC asked if the Board approved the minutes from the March Board and approval was given. RC asked LB if the Board company membership and code of conduct paperwork was all in hand and LB confirmed there was just one outstanding on Board company membership (LK) which she would get signed this week.	LB/LK

Actions from previous meeting

<p><u>Ripon Renewal 2035</u>: RC explained that he understood the report to be delayed at HBC due to elections etc. but an Executive Summary would be published when the Ripon Renewal 2035 website went live. KD stated that the deadlines had been extended. LB confirmed Irena Bauman thought it would be delayed until July.</p> <p><u>Publicity</u>: RC asked how the BID team had got on getting a regular slot in the Ripon Gazette. LB explained that a couple of articles had been published last month by the Gazette and Your Harrogate regarding the OHLG and Rishi Sood's money saving visits. Your Harrogate had also picked up a piece from the newsletter on further cleaning this week. LB confirmed that LM is dealing with the press, has good contacts and will push for further pieces. LB also stated that LM is currently very busy with content for the website prior to the soft launch on 6th May, plus the social media channels. LB explained that each social media post was very considered and took time.</p> <p><u>Signage</u>: LB said that Heather Yendall at NYCC (Highways) confirmed that the engineers could produce costings without a design and they would be with us in due course. LB has chased but had not answer as yet. LB confirmed that NYCC have had photos of current signs and have said they would be willing to split the cost of new signs with the BID but until we have costs we are unable to move forward. RC asked if LB could speak to someone at Northallerton council (Hambleton) for example to find out how much they cost. LB explained that she understood from Heather that no new signs had been produced recently for comparison. SM offered to speak to Highways on 27th April and LB accepted.</p> <p>RT asked if normally this would be a request put into Highways by the Parish Council (with a contribution from them) and SM confirmed he thought that would be the case.</p> <p><u>Ginnel Lighting</u>: LB explained that Boots and their landlord have agreed but she is still waiting on the signed letter of agreement from them. As soon as that is in place FusionLX will fit the lights and if soon enough will fit the union jack jubilee bunting at the same time. LB confirmed that she would like to get some press coverage on the lighting of the final ginnel for this financial year (other ginnels may be identified later). RT asked if there was a maintenance contract for the lighting and LB confirmed that there was a contract in place for the 5 year term with annual checks and Fusion would come and change bulbs if necessary.</p> <p><u>Planting</u>: LB confirmed that JA had supplied a video of the daffodils. LB stated that she would need help to identify which parts of the bypass were filmed – to be reviewed at a later date. LB confirmed the BID has 5,000 daffodil bulbs on order (which were going to be planted between Tate's and River Laver Holiday Park but River Laver have told her that they have already planted 3,000 there). SM suggested that LB speak to Sue Wood at HBC as they may still provide free daffodils. KD offered to check this for LB. [KD has since confirmed she has spoken to Alison Wilson, Head of Parks and Environmental Services at HBC. Alison confirmed that HBC do still provide free daffodil bulbs, but only to parish councils – so bulbs could only be provided if a request was made via Ripon City Council rather than by the BID. The Parks team would need to know where the bulbs were being planted.]</p> <p><u>Trees in Market Place – lighting</u>: AW has confirmed to LB that they have gone to tender, LB had previously supplied FusionLX's details to Paula Benson and hoped that RCC had included them in the tender process. LB will report back as soon as she hears.</p> <p><u>Ripon Theatre Festival</u>: LB summarised a report from Katie Smith as follows (having asked the Board to take some festival guides to distribute from their businesses):</p>	<p>LM</p> <p>SM</p> <p>KD</p> <p>LB</p> <p>AW</p>
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<p>Print - 10,000 Festival Guides are now printed and in circulation. Team of volunteers distributing across the wider district from Richmond and Northallerton down to Harrogate and from Pateley Bridge across to Easingwold. Bulk distribution also to all libraries across North Yorkshire and to all Tourist Information Centres in the area including Leeds, Ilkley, York etc. Intense local distribution in Ripon, which will be topped up over the weeks too. Some door-to-door deliveries in targeted streets.</p> <p>Outdoor - Banners going up in mid May (gives 6/7 weeks). If budget allows there will also be banners in Thirsk, B'bridge and K'bro. Also 2 banners just for the Fountains Shakespeare will be up. 3 feather flags have also been printed - mainly for use over the weekend itself, but also for photo shoots and perhaps publicity sessions in Ripon if that can be arranged. Various "A Boards" will be sited in key locations in the weeks prior to the Festival. The large A0 poster will go up in the Arcade this week. Other posters being made for specific locations eg RCC boards and the library windows.</p> <p>Press - Weekly press releases have been scheduled to cover a range of events and angles. Personal contact being worked on with individual journalists - not got very far with this yet - we welcome any help/contacts with this. Photo shoot with sponsors planned for Mon 9 May. Other photo opportunities in the run-up include Jubilee Sunday and a "Volunteers Get Ready" item. Full page, paid-for adverts in Ripon Review have been arranged for April, May & June editions.</p> <p>On-Line - Weekly "News" post and Newsletter to coincide with theme of the weekly Press Release. These posts shared on wider Groups eg Blow Your Horn. Plus social media posts to our own subscribers approx. 3 times a week. These include a series of "Introducing" posts to give a mention to every performer or company coming to the Festival (there are more than 30 of these). A new Publicity Team member has been recruited to manage these. Lots of work being done on encouraging Festival-friendly organisations and partners to share posts eg Georgian Theatre Royal, Swaledale and FEVA festivals etc as well as participating groups.</p> <p>Listings - We are just starting on these now eg Visit Harrogate, Raring to Go etc. All events being submitted as appropriate. Paid-for online - If budget allows we will buy into one of the Harrogate Theatre packages to reach new audiences and are also investigating the Mumbler options and others to target family audiences. Work still to do on improving our Instagram feed. Sorting out Twitter is a job for the end of this week too. Advice also being sought from Layla on this area.</p> <p>Schools/Community - Going into school assemblies in May to talk about the Festival - followed up by Festival Guides going home with children. Talks also to the Rotary Club and possibly WI/U3A etc.</p> <p><u>Levy Collection:</u> LB distributed a spreadsheet detailing non-payers broken down by rateable value. LB explained that she would call or email the majority of larger levy payers to remind them to pay, the same with the next section of medium levy payers. LB explained that any business in administration could not be summoned. LB asked for Board members help in contacting the majority of smaller levy payers who had not yet paid, when we got to the stage where we were about to issue a summons. RC asked LB to go through the list and give a recommendation for each non-payer as to what the next steps should be - email, visit, phone call or not to pursue due to being in administration etc. and who would do this. SM asked if the BID summoned businesses they would need an audit trail to prove that they had been chased and that a telephone call would not provide that. LB explained that the bills and 2 reminders sent by HBC served as the audit trail any further contact is the BID trying to ensure that levy payers were not billed another £190 for non-payment, this is not a legal requirement but LB felt that this fostered better relationships with members. LK said he would help speak to businesses near him and asked for the date of the High Skellgate deep clean as this would help when visiting - LB confirmed that this was taking place on the 23rd and 24th May. RJ also confirmed he was happy to talk to businesses.</p>	
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Items for Approval

<p><u>Summer Activities:</u></p> <p>LB explained that the Exec Board had agreed the Summer Trail after LB met with Gaynor Gray (Pumpkin Trail) and got confirmation that a trail of 15 or so businesses in city centre would work best for primary aged children.</p> <p>Summer of Play - LB presented the proforma on the Summer of Play. An activity day in August for 14-16 year olds using local operator MAP Adventures who will provide archery, rifle shooting, (bush skills - TBC) & an inflatable obstacle course. The BID would use the opportunity to engage with that age group for the Apprenticeship and Training Hub but also encouraging families to spend the day, bringing picnics etc. This would be held on 18th August at Studley Royal Cricket Club (in conjunction with Ripon Together) - partly as there is a good bank which suits the rifle shooting and archery. LB explained that she already has all MAPs RAMS and insurance details and they operate using current or ex-soldiers. YorBus has confirmed to Ripon Together that transport for the week from city centre could be provided at £100 which the BID could fund. Businesses near the pick-up and drop-off points would be encouraged to get involved. We would also liaise with the garden centres about providing vouchers</p>	
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<p>(particularly Tate's café). The day would be funded from a communities budget. LB asked for a budget of £2,600 in total which includes the marketing (of whole week) and any videography spend. The videography can then be used by any BID business and the visitor attractions and would add to the overall "Ripon video bank" that LB and LM would like to create. LB confirmed she had negotiated an £850 discount from MAP bringing their cost to £1,150. SBa asked that in future the proformas should have the costs of marketing separated out from the rest of the project to make clear what was the project spend and what was general marketing and LB agreed to do this. RC agreed that this was a valid point and said that he thought the marketing spend was justified and useful. LB asked if the Board agreed that she could go ahead with the Summer of Play day and the Board confirmed this.</p>	<p>LB/LM</p>
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<p><u>St Wilfrid's Day Procession:</u> LB explained that she had been approached by Annette Wilson to see if the BID would act as a main sponsor for the procession. Annette told LB that they were expecting between 15-20 floats, RCC are putting on Yorkshire Day children's rides in the square and the St Wilfrid's committee would like to add to that with street entertainment, face painting etc. LB confirmed that footfall figures for 2019 were not available yet on TownandPlace.AI but gathered that there is normally a significant increase on that day. SM asked how much were the committee asking for and LB explained that they hadn't asked for a specific amount but explained that the total cost was between £8-10k. LB asked the Board for their opinions. RJ said he felt the day was very good for businesses but felt that the BID could do something independently to add to the day. RJ asked if the committee had audited accounts and SM confirmed he would check at the next meeting (26/4/22). RJ asked for confirmation of the route. SM asked what the BID would get for their money – i.e. would they be credited on the floats etc. SM also said that insurance and traffic management costs would be the biggest costs to the procession. RJ suggested that the BID could possibly pay for the insurance direct to the supplier. RC asked that the BID found out more about it, but in principle thought the BID should support it if the BID businesses would benefit and it was made clear on any advertising or literature and on the day that this was funded by BID businesses.</p>	<p>SM LB</p>
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Items for Information

<p><u>Wayfinding:</u> LB explained that the Board had previously, briefly, discussed the BID funding a wayfinding audit. LB confirmed that the Business Plan specifies 10% of funds towards Access & Facilities and the BID needs to be hitting those targets. The two signage projects will now be pushed into next year's budget so there is money to be spent in this area this year. LB had a meeting with Jeremy Dunford, Chairman of Ripon Disability Forum, Irena Bauman and Andy Edwards (a wayfinding expert and designer suggested by Irena) to discuss the possibilities. Andy Edwards has given an idea of his costs for an audit, liaison/workshops with stakeholders and a prototype of new signage which came in at £15,300+. LB said she felt that without a guarantee of funding for the end project from local government this was not the best use of BID funds at this time – the recent Whitby project had cost £145k. RC said that in an ideal world the BID would like to get a council to fund the audit. RT suggested that the BID do an audit themselves to use as a lobbying tool to get better signage, either in total or on an item by item basis. SW agreed with this and said she knew exactly where people are not picking up signage and where it needs to be. LB went on to explain that the new VisitRipon website will have a map on it, but not at this stage an interactive map. LB showed the example of IndieYork's interactive map and explained that if the VisitRipon had something similar it could be overlaid with walking and cycling routes and then a print brochure made from that for distribution in Ripon and further afield. SW suggested looking at Visit Bath's website and their mapping which LB will do. LB explained that much of the work on this would already be done as part of the directory listings on the website but asked if the Board would agree to LB finding out what extra cost it would be to create an interactive version (possibly c.£4k) and print brochures which can be regularly updated as linked to website directory. RC summarised by saying that the idea would be for the BID not to spend this year on an audit (but plan for it in the future), but to do it themselves which may mean there is no need for a professional audit. LB confirmed that this would be the suggestion and it would allow her and possibly SM to lobby NYCC for better signage now. SC stated that he felt the signage was very confusing, cluttered, and at times unnecessary, particularly around the Market Square but that with the barracks development and therefore new routes coming that NYCC would not be receptive to changing signs now. SM stated that he felt leaving the signage as it is for 5 years before arguing the case is not acceptable and we should be arguing now for better signage. RT suggested that the BID look, now, at the finger post signs and get those redecorated. KD said she would ask the question within HBC. LB said she would find out the costs for an interactive map and brochures. SC felt that it also needed to be created as an app (so every business could have a sticker with a QR code which linked to it) and LB said she would find out the costs.</p>	<p>RT/SW LB KD LB</p>
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<p><u>Future Board Timings:</u> RC explained that in order to accommodate the most people the BID board meeting times are alternated between daytime (3:30) and evenings (18:00) each month. RC said that in the longer term it would be nice to have board meetings every two months. LB showed the board the proposed new times and SW asked that the June meeting be an evening meeting and LB said she would coordinate with RC's diary to see if this was possible. [June Board has now been confirmed as 18:00]. LB to distribute new Board times.</p>	LB
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<p><u>Ripon Raceday Entertainment & Visit Ripon at the Races:</u> LB explained that Raceday entertainment was well received on Thursday in the Arcade and on Kirkgate, on Saturday well received again in The Arcade – a few problems on Kirkgate with one or two businesses complaining about noise and some rowdy people causing a few problems. LB is looking at re-situating the acts. [LB has put in application with HBC to have them on the market square and that has been verbally approved]. The Board felt it was worth persevering with the project. Visit Ripon at the Races, LB confirmed 10 visitor attractions booked in so far, including Motor Boat Club who Visit Ripon have not had at meetings before. LB has approached Rugby Club, Football Club, Golf Club and Tennis Club as well as Holiday Parks. Museums, Newby, Lightwater, Grantley, Markenfield, Motorboat Club, Destination Harrogate, Walled Garden, Fountains, Old Deanery & Cathedral will all have presence but may not be able to man their own stand. Swing band is booked to entertain and add to atmosphere. LB is waiting on costings for Pimms reception or drinks vouchers for BID businesses – meeting with Jon Mullin at Racecourse on 29/4/22. The BID will hold prize draw for race sponsorship donated by Racecourse for BID businesses attending. Lots of opportunity to show unity of attractions in Ripon and showcase everything in one place. Hope to have video of all attractions done to go on big screen.</p>	LB
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<p><u>Finance:</u> SBa updated the Board on the current financial position. Loan to HBC was repaid in March, further payment to be made after August, levy collection fee has also been paid. The BID is within budget but behind in spend (which is increasing) which should correct itself before year end. Income is still slightly above budget due to VAT rebate. RC thanked SBa for his work and update.</p>	
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<p><u>Website/Social Media:</u> Report from LM - The website has been wireframed & in terms of the build & design is 70% complete. We are now working collectively with Double D on both image & content population. A photoshoot & update meeting is scheduled for 28th April in Ripon where we will shoot the final pieces of visual content for the business directory & work towards the final tasks to push forward with the stage 1 / soft launch date of early May. LB stated that she and LM had a large amount of content to write on the website.</p> <p>The social media channels are now all live. Visit Ripon is live on Instagram & Facebook and Ripon BID is live on Facebook & Linked In. The Visit Ripon channels especially have had a great launch with a new visitor rate of just under 100 new users a week on Instagram since the launch. Attractions & featured businesses especially since the launch are really engaging with the content & sharing and tagging posts. This really helps with digital credibility (important for new social accounts) & to grow audience reach. The Visit Ripon Instagram posts have received 5.4 thousand impressions (the amount of times the posts have been seen) since the launch of the channel. Once the website is launched, the focus will be on growing numbers across all platforms which we will look to achieve by running competitions & looking at converting website users to social media followers. LB stated that LM had done a fantastic job which was echoed by RC who asked that congratulations from the whole board was passed on to LM.</p>	
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<p><u>Business Support:</u> LB stated that Rishi Sood, the business savings expert (Place Support Partnership), came to Ripon on 30th March with 14 businesses booked in for appointments, of which 9 were visited. Those that cancelled will be visited on next visit on 18th May when he will hopefully have a full calendar of visits. Rishi reported as follows:</p> <ul style="list-style-type: none"> • 9 businesses engaged in scheme • 39 expressions of interest and data shared • Early savings of £2,283 identified and assisted upon • Several quotes are at the stage of being requested and will be ready for May <p>He therefore expects project savings to continue to rise as planned as the reports will naturally highlight further savings in due course. Very early days but pleased to have made an impact on businesses.</p>	
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RC asked if there was a groundswell of interest from the BID businesses and LB reported that there were 2 press articles (Your Harrogate & Gazette/Advertiser) and a piece in the newsletter on the grants and business savings and that she thought that overall, it was well received.	
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<u>Cathedral 1350th launch event:</u> LB reported a slow take up in tickets – only 15 so far from BID businesses – RC thought that some may have been invited and taken up tickets elsewhere (not via the link).	
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<u>TownandPlace.AI:</u> LB presented a rise in footfall from February to March (February having had disappointing figures). Ripon saw a slight rise in visit frequency but not quite hitting the national average change. Site dwell time being more important, Ripon dwell time on a par with Northallerton and beating the national average. LB stated she had plugged in event reports for upcoming events and this data will be useful. RC asked if the Harrogate flower show would affect their figures significantly and LB confirmed that it would. SC said he thought that our dwell time figures were better than Northallerton and Harrogate, as Northallerton have free on street parking and Harrogate's walk time from parking to shopping would be contributing to their dwell time. RC asked LB to keep an eye on the trends.	LB
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<p><u>AOB:</u> RC asked if anyone had AOB. LB explained that the radio that had been ordered for Jess Ward of Inspire Youth has been sent back (BID has not been invoiced) as Julia Stack (HBC CCTV Hub) had raised some compliance problems. LB has emailed with examples of community groups being part of town radio schemes by signing up to protocols, terms of use etc. and that Inspire Youth could use an earpiece to avoid anyone else hearing radio reports. LB explained that if she did not get an answer back, she would ask if KD can help move things forward.</p> <p>LB also mentioned that there were some headshots missing for the website (LK, LA, LM & KD). Helen Tabor happy to do these at her own house – LB will liaise and coordinate.</p> <p>RT asked if HBC were applying for any further money from the levelling up fund and KD stated that they were not decided yet. The deadline is the 6th July and the applications use quite a lot of resources both in terms of staffing and financial. Levelling up bids are done on a constituency basis with Skipton & Ripon together (on priority 3 which is the lowest need – only 7% of these were successful UK wide in round one). Last time Craven put in the application for town centres, this round they want to concentrate on rural which makes it difficult for HBC to add a town centre strategy. HBC are in talks with Craven and are weighing up where they are. KD will find out progress and report back.</p> <p>SM confirmed that all the jubilee bunting was going up this weekend which will make for good digital copy. LB confirmed Ripon firm Manup Access were putting up the Kirkgate jubilee bunting on Sunday as well.</p>	<p>LB/KD</p> <p>LB/LK/ LA/KD/ LM</p> <p>KD</p>
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RC thanked the Board for their attendance and the meeting concluded at 7:45pm.	
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