

Ripon BID – Board Minutes from 7th December 2021

Held at The Workhouse Museum, Allhallowgate, Ripon HG4 1LE

Board

Present and constituting a quorum: Richard Compton (Chairman), John Alder, Stuart Baldwin, Sarah Blenkinsop, Stephen Craggs, Kathryn Daly, Annette Duffy, Richard Taylor, Sheila Webb and via telephone: Lee Kettlewell, Stuart Martin

Apologies: Rick Jones, Andrew Williams

Others

Present: Elizabeth Faulkner, Lilla Bathurst, Mo Aswat

Proceedings

The meeting was called to order by RC (Chairman) at 8:30am	
RC welcomed everyone to Ripon BID Board Meeting. RC reminded the Board to declare any conflicts of interest on the agenda. SB declared an interest in the outline plan for the website.	

Actions from previous meeting

LB confirmed that she had spoken to Kate Smith, who has decided not to continue on the Board, however KS stated she would support the BID in any other way she could.	
EF explained that the wayfinding strategy is a large piece of work and that a summary of plans going forward would be presented at the February Board meeting. SW will meet with EF & LB prior to discuss. LB confirmed that she has received the GRIP wayfinding work from SC.	EF, LB, SW
An email has been sent from RC to Mike Chambers regarding the NYCC entry signage into Ripon and he has responded positively stating: "I very much support the BID's desire to have the existing Highway's signage upgrading and I am very happy to engage with NYCC Highways in pursuit of this worthwhile project."	
Details of the repayment of the HBC loan are contained within the financial summary.	
Minutes from the previous meeting held on 21 October 2021 were approved by the Board.	

January Networking Meetings

EF explained that the forthcoming business networking meetings had been split into two working groups. The Visit Ripon group of leisure and attractions businesses is already formed and a second working group has been formed of retailers, F&B and high street businesses. The networking meetings were mentioned in the last newsletter but EF appealed for Board Members help in getting the word out so that we have attendance of 30-40 people at each meeting. EF also encouraged all members of the Board to attend both or either of the meetings and invite at least five businesses each from their sector.	ALL BOARD MEM- BERS
Rishi Sood of Place Support Partnership (signed off at last Board Meeting) will speak at the networking event on 17 th January and will then be available for appointments the following day. There are some slots left in the diary for these appointments and help from the Board to fill these would be appreciated. EF also asked if SC and RJ could be on standby for appointments that day. The second speaker will be Sarah Bassett of Maybe Tech. HBC have an arrangement with Maybe as part of their ARG funding and have extended their licence to enable our Ripon businesses to have £1000 plus worth of digital marketing help each. The technology works best if the collective is involved.	SC, RJ
LB confirmed that Helen Richardson of Safer Communities Hub will be the final speaker. RC asked if this was not a council responsibility and EF explained that the BID were only acting as the channel / conduit to enable businesses to understand the work that is being done.	
EF then explained that the networking event on 24 th January for leisure, attractions and accommodation businesses would have Clive Hall or Place Informatics as the exclusive speaker as it is such a complex topic.	

RC asked the Board if anyone had any objections to any of the above proposals for the ARG funding. KD stated that these were exactly the types of activities she was expecting and that they fitted the ARG criteria. The Board raised no objections and the amounts were agreed.	
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Appointment of LB as BID Manager

RC reported that EF's very strong recommendation was to appoint LB as BID Manager after EF steps away as planned in March 2022. RC said after working with LB for a few months he was happy to endorse this and did not feel there was a need for a formal interview process. This appointment was approved unanimously by the Board.	
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Appointment of a Communications Executive

EF explained that the job description had been circulated to the Board. The majority of the job is communication, but also to act as a deputy to LB managing the BID office. EF said that she had spoken with SBI who had asked if her company Golden Frog PR could quote to provide this service. EF explained that she and LB had discussed this already and decided that it would not be a workable arrangement. EF asked for approval to move forward on the recruitment of a Communications Executive. RC checked with MA that this was the correct way forward and this was confirmed.	
RT expressed that he did not like the title Communications Executive as he felt it was unfriendly. SBI and EF both confirmed it was an industry term and would work well when meeting with senior marketing managers who would understand they were dealing with a professional.	
SBI said she had a couple of minor changes to the wording and would send those through. EF asked if SBI would be the Board representative for the first round of interviews and RC for the second stage, this was agreed. RC asked for agreement in principle on role, title and salary which was given by the Board.	SBI

SM gave apologies as he had to leave for another meeting

Finance

SBa explained that the Board had received the Accounts to 31 August 2021 and if there were no comments he would submit them this week to Companies House.	SBa
The profit summary was presented to the Board which included actual figures up to end of November and estimated figures onwards. The costs are split into sectors and the bottom line shows a combination of invoicing costs and cash movement. SBa stressed that the August figure needs to be healthy as it must cover 2 months of running and project costs. Hereafter the accounts presented to the Board will be actuals vs budget and this would be explained at the next Board.	

Appointment of Abacus as Accountant

RC explained that Abacus plus two other companies had quoted for the work and that Abacus was the most competitive. There were no objections to Abacus being appointed. JA & RC thanked SBa for all the work he has done to date which he has not charged for.	
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Website

EF confirmed that she had spoken to SBI prior to the Board Meeting to ascertain if SBI's company Golden Frog PR would like to tender for the website build. EF explained that if Golden Frog would like to tender then going forward SBI would not be involved with the website development until the website is launched. RC had previously agreed with EF that a senior marketing executive from one of the Visitor Attractions would then be invited to attend any meetings concerning the website as well as Stuart Gill, Chairman of Visit Ripon, EF and LB. SBI confirmed that she would like to tender. EF explained that a best quote document has been prepared for the website. The site would have two sides, riponbid.co.uk for the B2B side and a new visitripon.co.uk website for the B2C side. The briefing document has been developed in conjunction with Stuart Gill who has consulted with others in the Visit Ripon group. A visitripon.co.uk website is something that the Visit Ripon group had previously agreed upon and are very keen to see. EF stated that this would not change the relationship with Visit Harrogate and the new website would run in addition to the Visit Ripon pages within the Visit Harrogate website.	
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SBI said that, as a BID Board member, she would suggest that the document went to 5 companies to give a better comparison, she suggested local firms TIG and 9XB. SBI said that she felt within the document the point on monthly reporting of KPIs was not specific. EF stated that her and LB had extensive knowledge of KPI monitoring and had talked with John Light of Visit Harrogate on how they monitor their KPIs. As this is a constantly evolving area, it was intentionally worded in this way to encourage any potential website developer to share further ideas. This would aid in the decision process for the BID as it would show a clear understanding of digital destination marketing.	
SBI felt that a budget of £10,000 was not sufficient to produce a website of similar quality to the example given (Altrincham). RC asked how much the Altrincham website cost and EF confirmed that it cost £10,000. RC then asked MA for his opinion and MA explained that both Gibraltar and Bournemouth websites, both considerably larger BIDs than Ripon, were being built on a c£12-15,000 budget. SBI queried the budget of £10,000 for both website and brand development. EF confirmed that the logo design, videography and photography were separated out in the costings section with a budget TBC. SBI asked what that budget was and EF confirmed that figure was £5,000 and that for the purposes of the tender going forward this figure will now have to be shared with all parties. EF explained that ideally this element of budget was to remain flexible to allow the BID to choose the best value proposal. SBI confirmed that the budget was fair in that case.	
EF confirmed that she and LB were liaising with John Light from HBC on SEO and KD said she was sure that everyone could work together on a shared library and content. SBI stated that her allegiance is first and foremost to the BID and if becomes too much Golden Frog PR will bow out. RC asked how much levy money had been collected up until now and LB & SBa confirmed approx. £19,900. MA confirmed that this proportion of the total due was broadly in line with expectations, based upon his experiences of other BIDs. LB stated that Julie Gillet of HBC revenues department had been extremely helpful.	EF
RC asked for Board approval for the website proposal and it was given.	EF

BID Levy Operating Agreement

RC asked MA if this document was a standard document and MA confirmed it was and that RC should sign for the BID. RC asked the Board for approval for this to be sent to HBC for signature and the Board approved. LB will send over final version for RC to sign.	LB, RC
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Code of Conduct

RC asked if this document was based on other standard BID Codes of Conduct documents and MA confirmed that it was. The BID Board members present signed the code of conduct. LK has already signed and sent his copy through to LB. RC requested LB to ask that SM and AW send signed copies through.	LB
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AOB

RC asked LB for an update of the entry sign project spearheaded by SM. LB said she understood from SM Econ are waiting to find a suitable time to produce them as they are doing this free of charge. RC asked for confirmation on the artwork from HBC and LB confirmed that HBC are merely handing over the original artwork that they hold from when the existing wooden signs were erected.	
AD asked if the BID could be involved in an apprenticeship hub to put together young people in Ripon and businesses looking for candidates, it might also help tackle anti-social behaviour. LB said that AD could talk to Helen Richardson of the Safer Communities Hub as a first port of call and she would put them in touch.	LB
SW asked if the BID could be involved in a graffiti competition for young people and RT suggested the hoarding put up by HBC on the abandoned site at the bottom of Duck Hill as a possible venue.	
SC mentioned the successful "Free after Three" parking that Harrogate BID had organised. KD stated she would get the costings for 1 day in December next year. SC asked if this could then be put in the budget for next year, but if it could be approved early it would be a win now for the BID if businesses knew it was to happen in the future.	KD
MA said he would use this opportunity to say a formal goodbye to the Ripon BID Board and that it had been a pleasure working with them and in terms of a city Ripon has an exceptional foundation.	

RC thanked MA on behalf of the whole Board and said that the successful establishment of the Ripon BID would not have been achieved without him.	
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RC thanked everyone for their attendance and the meeting was adjourned at 10:00am.