### Ripon BID - Board Minutes from 14th February 2022

Held at the Workhouse Museum

#### **Board**

Present and constituting a quorum: Richard Compton (Chairman), John Alder, Stuart Baldwin, Sarah Blenkinsop,

Kathryn Daly, Rick Jones, Stuart Martin, Richard Taylor, Sheila Webb, Andrew Williams

Apologies: Stephen Craggs, Annette Duffy, Lee Kettlewell,

#### Others

Present: Elizabeth Faulkner, Lilla Bathurst

### **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 December Board and approval was given.	

### Actions from previous meeting

Signage: LB updated on her meeting with Mike Chambers & Area 6 – Area 6 said they don't normally replace	
these types of signs. They were pressed by both Mike and LB on the difference between Boroughbridge and	
Ripon and agreed to look at costs for 4 new ones. They did say that they would be looking at a contribution	
from both the BID and RCC for the signs. LB will chase on costings. RC asked what sort of sign the BID are	LB
looking at. LB explained similar to Boroughbridge and the BID would need to agree on wording/pictorial	
details. RT said any new signs would need to compliment the signs that SM is working on. SM said Econ were	
behind hand with the original timeframe but are back to working on community projects and the Ripon signs	
would be the next community project in line. EF apologised that the BID are not as far along with the signage	
working group as hoped, but this was because at a meeting with Fountains Abbey where they explained about	
the wayfinding work they were doing as part of the Skell Valley project. The Skell Valley project has a budget	
of tens of thousands of pounds in grant funding and they are very keen to work with the BID. The project has	
a dedicated project manager based at Fountains. RC asked how far the Skell Valley goes – LB explained that	
one of the information hubs would be in Ripon city centre. RC asked for EF and LB to report back with more	LB/EF
concrete plans for cooperation. EF said she and LB would have a first meeting with Skell Valley and then bring	
in SW and the working group.	
Ginnel Lighting: LB explained that for each building that is having an eyebolt fitted it has taken at least	
fifteen—twenty phone calls/emails. Lavender Alley installation is due to go up 21-23 Feb. Ripon Business	
Services have agreed to electricity feed in return for reimbursement and voluntary membership.	
M&Co/Costa – LB was waiting on response from the conservation officer on Costa building, the officer has	
now confirmed she is happy. LB said she was nearly there with M&Co regarding permissions including hosting	
electricity supply.	
Boots/Specsavers – LB confirmed that Specsavers' landlord has agreed verbally and she just needs written	
confirmation (now received). Specsavers are hosting electricity feed. Boots – LB explained it had been very	
difficult to find the correct contact, she has finally found the estates surveyor (via Mo Aswat) and has been in	
contact.	
Oliver's Pantry – LB explained there is no point in doing anything here until Bayford have completed their	
development as the whole ginnel will change and they will be installing lighting. The BID may identify another	
ginnel in the meantime.	
<u>Planting</u> : LB confirmed that a quote document was sent to: Walled Garden, Studley Garden Centre, Tate's	
Garden Centre and HBC Parks and Gardens. HBC Parks and Gardens were the only ones to quote out of four	

Planting: LB confirmed that a quote document was sent to: Walled Garden, Studley Garden Centre, Tate's Garden Centre and HBC Parks and Gardens. HBC Parks and Gardens were the only ones to quote out of four that were approached. LB confirmed she had rung Jane Tate especially to make absolutely sure Tate's didn't want to quote on the 5000 daffodils to be planted (by Ripon in Bloom) between Tate's and River Laver Holiday park but she declined, as did Bob Forbes when approached about the Kirkgate planters. LB will get a plaque stating that the daffodils have been funded by the BID businesses and planted by Ripon in Bloom. Permissions to refurbish the flowerbed outside Sigma Antiques received from NYCC. The BID will take on the maximum allocation of 65 hanging baskets – last year there was only a take up of 23 in the city centre. These will be offered to BID businesses free, other businesses can become voluntary members and get a free one or pay £85 – this will be in the February newsletter. HBC will also plant up Kirkgate wooden trough planters and the BID is sourcing bunting and someone suitable to put it up. RC asked if there were any questions. SM asked if the BID could monitor the other daffodils and address that planting in years to come. RJ suggested talking to the Rotary Club first. JA offered to go round and photograph all the spaces.

SM JA

Halloween tree theming: LB had a discussion with AW and current tree lights need upgrading/replacing.	LB/AW	ì
FusionLX is doing an informal quote to give the BID idea of costs – RCC would in theory pay for lights and		ı
installation and BID could pay for colour change option on fourteen trees in Market Place. AW said RCC had		ı
agreed to replace the lighting, the contractor has been asked to come and take the old lighting down and RCC		ı
are applying to HBC for a licence to put lights back into trees and is hopeful that this can be done by April in		ı
time for the Jubilee.		ì
ARG Grant: LB confirmed that the BID's submission has been agreed. SBa has raised invoice for £57,400. RC		ı
thanked KD for all her help.		1

### **Items for Approval**

Ripon Theatre Festival (RTF): LB presented a power point on the Ripon Theatre Festival over a long weekend 23-26 June. LB explained that we have taken on board the Board's and the businesses desire to include quality cultural opportunities. LB said she was really excited with this opportunity to be involved with such a great project that involves the whole community — businesses, schools and locals and with such an experienced team bringing it to Ripon. The timing is great too with this being the first year of the BID and the first year of the Theatre Festival — the BID has the opportunity to help this grow year on year. There is something for everyone in the Festival whether you just go once a year to the panto or are a cultural guru. RC asked about getting permissions and LB confirmed that RTF were doing that.  RC asked if the RTF meeting on 2 March was being advertised in local paper. LB said she would contact Tim Flanagan at Stray Ferret. SBI asked what engagement there had been with the village theatre/arts groups RC mentioned the 700 <sup>th</sup> anniversary of the Battle of Boroughbridge and felt that similar people would be interested in the RTF. RC thought it would be a good opportunity for advertising the RTF. LB said she would give all that feedback to Katie Scott.  SM asked what the target audience is for the Shakespeare at Fountains and how could the BID link that in with the evening economy businesses. LB confirmed that she had spoken extensively to Katie and Ian and they understood what the BID's objectives are and that whatever the BID invests in has to have a benefit for the BID businesses. LB said she would be liaising with evening economy businesses to offer pre-theatre discounts/early bird menus and pushing that message out on social media channels.  LB confirmed that the BID would evaluate the RTF via TownandPlace.AI, ticket details, through the volunteers, media coverage and by asking the businesses for feedback.  LB explained that the RTF have asked for an investment of £5,000. RC asked about scho	items for Approval	
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# AW left the meeting

## **Items for Information**

<u>Update on OHLG and ARG</u> : LB confirmed she had updated the relevant businesses and encouraged them to	
apply. LB confirmed that she had spoken to the only business eligible for the ARG (Hospitality) grant, the	
Laundrette on North Street, and that he was very pleased as he hadn't known about it. SBa asked KD if that	
could be tracked so the BID could prompt any that hadn't applied and KD confirmed she would ask for this.	KD
SBa asked for feedback on open rate of newsletter and LB confirmed she would check open rate (confirmed at	
averaging 50% which is good).	
<u>Finance update</u> : SBa updated on finances – including income from levy payments. RC asked when reminders	
are going out and LB confirmed 1st week of March. SBa mentioned that there are some big businesses who	
have not yet paid and LB explained that many of the high street chains always leave BID levy payments until	LB
last minute, it is the smaller independent businesses that she will be contacting prior to the reminder and also	
explain about our social media campaigns. RT said he didn't feel there was a lot of resistance unlike the East	
Coast BID – EF stressed that the main period of resistance is still to come as it happens after the second	
reminders are sent out and again when court summons are sent. RT asked if HBC had a good record of	
chasing payments and KD confirmed that following up on levy collection was part of what the BID paid for.	
SBa confirmed the VAT refund had been received for payments made back to 2019 and RC thanked him for	

that. SBa explained that some costs have been pushed back a month, but are on track for budget at the end of the year. The figures show we are ahead on income received. RC thanked SBa for his work. Membership Forms: RC said all Board directors need to be members. RT said there was confusion over whether the form should be filled in as a person or on behalf of the company, he had spoken to Mo Aswat some time ago and Mo had confirmed it should be completed as an individual. RC stated that the form should be filled in as the person (who votes) representing your company/levy payer. EF confirmed that the membership allows you to vote at the AGM, it doesn't give you a vote at the next ballot. RT said he thought that perhaps Helen Thornton as director of the museum should be the one to fill it out. RC confirmed that SM was representing the community with Communities House being the business. EF confirmed that if SM was on the Board as Communities House, the BID would request that Communities House become a voluntary levy EF payer – however she said she would double check with Mo and revert back to the Board. RC asked that this is resolved before the next Board meeting. Update on Communications Executive: LB confirmed that Layla Martin has been appointed. LB said that there had been a very good response, four candidates were interviewed and narrowed down to two who were then interviewed by RC. It was a close decision and 2<sup>nd</sup> candidate is a perfect fit for freelance support when needed. Layla is highly qualified and has an excellent background in marketing and digital strategy. Layla joins at the beginning of March and will be coming to next Board meeting. TownandPlace.AI: LB confirmed that Clive Hall had confirmed that Northallerton is best comparable town for Ripon and that NYCC offices being there has a negligible effect on the data. The monthly report was not available for the Board meeting but are attached to these minutes. JA asked what the status of the networking events was. EF confirmed that she would be updating on two prospective events at the next EF Board meeting: The BID is writing to The Chancellor to see if he will speak at a business event in the autumn and are looking at a summer launch of the Visit Ripon website at the racecourse on a raceday (1st June) with Visit Ripon attractions have a stand and BID businesses being given free tickets. SBa asked about Steve Bolton - LB confirmed that he had visited around ten businesses during his day in Ripon and had second appointments booked with some. LB confirmed that the BID will still be getting Rishi Sood in the future to talk to businesses about cost savings (now confirmed for 30<sup>th</sup> March). LB also said that the Cathedral will be inviting BID businesses to their 1350<sup>th</sup> launch event on 28<sup>th</sup> April. LB confirmed Place Informatics would be presenting at the next Visit Ripon Group meeting on 1st March.

#### **AOB**

RC asked if there was any other business.

meeting on 28<sup>th</sup> March.
RJ stressed the need for good lines of communication between the various councils and the BID to ensure that the BID could maximise events. RJ gave the example of the animatronic polar bear coming to Ripon which we were not given information on and therefore missed the opportunity to involve the businesses. LB explained that she had had an apology from HBC about not telling us about the polar bear coming, but they had said they were liaising with RCC about it – LB said there had been a breakdown in communications between the parties. SM said it very much depended on who HBC had spoken to at the RCC, which was not necessarily always going to be Paula Benson.

JA asked if the Board would like a social evening and introduction to the new Comms Exec after the next Board

RT mentioned the planning application of the Spa Hotel which shows that the function space will be lost leaving the Town Hall as the only large room. SBI and RJ mentioned that the Deanery was a function venue. RC asked if the BID could meet with the Inn Collection to discuss. RJ stated that none of the Inn Collection's business models include function space. KD said she would put LB in touch with the Property Director who is leading the project (Louise Stewart has now been in touch and LB is waiting on dates when she and David Campbell – Operations Director can meet in early March).

ΙB

LB

SW

LB explained that the Board had previously agreed a £4000 spend on street entertainment at the Jubilee as requested by AW. At a meeting with Paula Benson and Katie Scott of Theatre Festival to discuss, RCC couldn't confirm what street entertainment they were putting on, but that they were doing a lot. LB said she was worried that the ROI for the businesses would not be sufficient to now warrant a £4,000 spend and requested that she be able to scale this back to a musical offering in two spaces (that did not need council permission – such as Cathedral grounds and The Arcade). The balance could then be used on other projects. LB will confirm more details at the next Board meeting. RC asked if the Board was in agreement with this approach and the Board confirmed they were.

SW asked that any events are sent through to the TIC from March. LB confirmed that all the events are on the newsletter currently and will go onto the website.

### Items for Information cont.

Website: RC asked RJ to update on the Website. RJ confirmed that the working group was Stuart Gill of Newby Hall, Alexa Vernon of Fountains Abbey, RJ and LB. Tender went out to eight companies and three companies chose to submit: Colour It In, Golden Frog PR and DD Creative. The working group decided that with Layla coming on board as Comms Exec, much of what two of the companies were offering would be duplicated by her. The working group felt that investment in the building and construction of the website was therefore key as was the technological knowledge. RJ confirmed that DD Creative had first class international clients and superior technological knowledge and capabilities. LB confirmed that the working group's decision would be communicated to all three companies on Tuesday 15 Feb. LB confirmed that the group had chosen DD Creative. SM expressed a worry over any negativity from choosing a company from outside Ripon. RJ stated that the working group felt that the ROI for BID businesses was more important that the locality of the company chosen, this was reiterated by SBa. RJ confirmed we would still be working with Colour It In on the monthly newsletter and they are also designing the digital map. RC asked for a written response for any business that asked for the BID's reasons for choosing DD Creative. RJ confirmed he would write this (attached).

RC thanked the Board for their attendance and the meeting concluded at 7:30pm.