

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

<p><u>Signage</u>: 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 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 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.</p>	<p>LB</p> <p>LB/EF</p>
<p><u>Ginnel Lighting</u>: 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.</p>	
<p><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 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.</p>	<p>SM</p> <p>JA</p>

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.	
<u>Membership Forms</u> : 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 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.	EF
<u>Update on Communications Executive</u> : 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 nd 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.	
<u>TownandPlace.AI</u> : 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 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 (1 st 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 th March). LB also said that the Cathedral will be inviting BID businesses to their 1350 th launch event on 28 th April. LB confirmed Place Informatics would be presenting at the next Visit Ripon Group meeting on 1 st March.	EF

AOB

<p>RC asked if there was any other business.</p> <p>JA asked if the Board would like a social evening and introduction to the new Comms Exec after the next Board meeting on 28th March.</p> <p>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.</p> <p>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).</p> <p>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.</p> <p>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.</p>	<p>LB</p> <p>LB</p> <p>SW</p>
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SBI left the meeting

Items for Information cont.

<p><u>Website</u>: 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 than 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).</p>	
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<p>RC thanked the Board for their attendance and the meeting concluded at 7:30pm.</p>	
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