

Board Minutes from 27th June 2022

Held at the Workhouse Museum

Board

Present and constituting a quorum: Richard Compton (Chairman), Stuart Baldwin, Stephen Craggs, Annette Duffy, Rick Jones, Lee Kettlewell (via phone), Stuart Martin, Richard Taylor, Andrew Williams,

Apologies: John Alder, Kathryn Daly, James Brownless

Others

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

Proceedings

The meeting was called to order by RC (Chairman) at 6:00pm	
RC welcomed everyone to the Ripon BID Board Meeting. RC reminded the Board that the meeting was being recorded (with the recording destroyed after minutes are approved) and to declare any conflicts of interest on the agenda. RC asked if the Board approved the minutes from the May Board and approval was given.	

Actions from previous meeting

RC explained that in future in order to reduce some of LB's workload the actions are no longer discussed at Board meetings, any queries are to be raised with LB prior to the meetings. JA had raised the question prior to the meeting of a statement from Directors if approached regarding the levy enforcement action. LB asked JA to draft something for approval by RC.	JA
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Items for Information/Discussion

<p><u>Website: Retainer, events & update:</u> LB explained that she felt a retainer was necessary, she has signed a contract for 3 months, rather than a full year's contract. After the 3 months are up LB and LM will have a better idea of how many hours are needed on a retainer. LB explained that quite a bit of the retainer has already been used on the RATH, Community and Community Healthcare Hub pages. These are not tasks that LB & LM can do as they are part of the main wire-frame – LB & LM can change photos, content, upload jobs events etc. but not builds. LB will update the Exec Board towards the end of August with a suggestion of what is needed going forward. SBA stated that if we kept the retainer at the current level the website would cost a further £35k over the BID term and wanted to make sure that a track was kept of costs and what they were going on. LM explained that she had briefed some work in today to DD and asked how many hours that would take and how many hours were left on the retainer. LB said that the Board needed to keep in their minds that the website is our forward facing visitor platform and our marketing tool with 59% of the budget set aside for marketing. LB also stressed that in order for a website to work it requires fresh content. LM said she did not expect to require the current level of retainer by the end of 6 months. LM talked through the Instagram reach which is up 228% on last month, follower numbers are up 11.3% and impressions (how many times the content has been shared) is up 3,600 on last month. From 1st June to today the Instagram content has been seen 9.8k times, even though we only have 450 followers – this shows that the content is relevant to our followers and they are engaging with it and sharing it. LM showed the recent post on Drinkswell and explained that due to Masham Gin sharing it our audience reach was improved. LM said she was working on the content engaging with the levy payers as well as with the visitors. LM explained that the People Make Places campaign allows her to tag other businesses and therefore has the ability to reach more BID businesses. On follower numbers, the aim is to get to 1000 followers by August and plans are in place as to how to achieve that. Facebook audience reach has been 5.6k +49% on last month. Social media analytics shows where the people who follow us live: Ripon, Harrogate, Thirsk, Leeds and Boroughbridge. RC asked if when 1000 followers was reached whether they would be from the local area. LM explained that at present we have a lot of family friendly content but hoped that the Dog Friendly Ripon campaign would push the geographical boundaries. SC asked if LM could look at getting the message out to the NE and LM said she could boost posts specifically to that area, a certain age group and by interest. LB explained that with Lightwater having donated tickets for the Summer Trail they would be sharing our Summer Trail posts which should see us reach some of their NE audience. AD said that she thought the website was brilliant and she was directing all her Airbnb clients to it as the one stop shop for all things in Ripon – the feedback has been that it is very helpful indeed. RJ echoed this. LM explained that the attractions are engaging more with us, Grantley Hall are now following us, Lightwater are asking us to push special offers out.</p>	LM
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LM talked through the website analytics, since launch we have had 364 users, 17,315 page views of which 81% are new visitors. The bounce rate, when someone looks at one page and then leaves, is excellent at 31.8% (58% and below is considered good, 40% and below is considered excellent). Page views are good and the time people are spending on the website is very good. Once we build a profile of how people are using the website we can tailor the content a bit more.

Theatre Festival: LB said she had really good feedback from visitors to the festival. She had been on the Market Square on Saturday – LB had surveyed people there with a mix of people coming specifically for the festival and some who had happened upon it. Everyone surveyed said they would definitely come again to Ripon and definitely for the festival next year. They also said they would like to see other festivals such as a film festival. Audience numbers over the 4 days were c.2500 (both paid and street theatre). TownandPlace.ai reports should be available by next Board. AD thought Ripon on Friday night was very busy, and also stated that she had gone to Crusoe’s Island on Thursday and thought the festival definitely had legs. LB is asking for business feedback in the July newsletter. AW commented that he thought Saturday wasn’t as busy as he had expected as he thought parents didn’t understand that the events on Saturday were primarily aimed at children and that that should be considered in future. LB said she would feed that back to the organisers. SC said that the Royal Airforce Association were very pleased that there was an event in the market square so that the pilot of the hurricane who performed the fly past could look down and see a busy square of people. RC & LB thanked JA for all his hard work in helping bring the Theatre Festival to Ripon. LB is especially appreciative of directors help with projects which otherwise would not be possible.

LB

RATH: RJ distributed the employer and student brochures (which include a QR code) to the Board. The website pages will be shortly going live and then anyone can scan the QR code which will take them to the relevant part of the website and see any available jobs and apprenticeships. RJ explained that Steve Bolton and Kat Nellist would be going out to engage with employers with the brochure and showing them how simple it is to employ a 14-16 year. These employers can then post their jobs via the website. In October and February RATH will hold workshops for employers to develop the apprenticeship side. AD explained her and RJ would be going with NYBEP to an event at Skipton involving 28 schools. NYBEP are really keen on the idea. RC reiterated that this was exactly the sort of thing the BID should be doing. LK confirmed he had spoken with Phoenix Business Park businesses who were all very keen and various hairdressers who are always looking for staff. RJ showed an estimated budget for next year (attached). RC thanked RJ, AD and LK for all their hard work and said that he thought one of the supermarkets might be interested in the sponsorship opportunities. LB confirmed that they would be but also Wolseley or Farmison might be interested, Grantley Hall have a training centre and have said they are interested as well. LB will put Tracey Ractliffe in touch with RJ, AD & LK. LB also mentioned that the CITB (Construction Industry Training Board) are very interested. SBa asked if the scheme was open to all Ripon businesses regardless of whether they are levy payers. LB confirmed that it was open to the Ripon city region businesses as the aim is to engage as many people as possible, RJ went on to say that non-levy paying businesses would then go on to become voluntary members. SBa stressed the need to follow that up.

LB

SBa/LB

Finance Update: SBa summarised the current financial position, including income from non-levy paying businesses who took hanging baskets and compensation from Barclays Bank. Year to August more or less on budget on running costs, projects running slightly behind. SBa explained that he and LB would draft a budget in August with running costs and on projects just the headline figures. Details can be filled in by the Exec Group and presented in September. RC asked if the Board was happy with that approach and said that what was needed was Board input on what projects they would like to fed in to LB August.

Independent’s Day / Press: LB explained that YorkshireLive had published an article saying that Ripon was full of “Cafes and Charity Shops” and so she had immediately contacted the journalist and invited her down for a guided tour, focussing on the independent businesses in Ripon. YorkshireLive published a new article this week which was very well received by the businesses mentioned and others. Independent’s Day is a mainly digital campaign, most of the Independent BID businesses in Ripon are involved, displaying posters and tagging on social media.

TownandPlace.AI: LB showed headline figures. Footfall up 16.52% mom (better than Harrogate, Northallerton & national average), visit frequency and dwell time is down in line with national average. Jubilee weekend figures showed increases on the Thursday and the Friday of 6% and 3% mom, but a decrease in footfall on the Saturday of 7% mom – possibly due to all the local village events taking place. LB is trying to get hold of Clive Hall to ask him to come again to a Board meeting and go into more depth about the figures we are receiving. RT suggested benchmarking against Thirsk and LB said she would. AD commented that the dwell times could do with improving. SC said he would be interested in seeing figures by hour of day to see if the footfall increase was benefiting daytime or night-time economy.

LB

Items for Approval

<p><u>Business Crime Reduction</u>: LB proposed the BID funding the Schemelink App for the Ripon Pubwatch group. Harrogate BID do the same with the Harrogate Pubwatch group running it. This could be part of a wider Business Crime Reduction project, at present very few shops use the Radiolink App but this is run under Harrogate District Businesses Against Crime (HDBAC) who are a registered Business Crime Reduction Partnership with an annual subscription charge. LB would like to look into running a similar App-based scheme for the day-time businesses in Ripon but would need to speak closely to HDBAC first and see if it could be done under their umbrella. SC felt that Radiolink had no traffic on it but would like to see a similar scheme for daytime economy citing an incident at Argos and G Craggs and the week of Appleby Fair. LB explained that with Radiolink being linked into the CCTV hub and Harrogate being in charge of that more discussion was needed, we would also need the buy-in from NYP as you need to be able to get the offender photographs. RC suggested waiting for the new unitary authority and looking at it then. The Pubwatch group are being approached about it in the July newsletter, those pubs LB has spoken to already are keen. The App is fully GDPR compliant and Schemelink are good value in comparison to DISC. The App membership is purchased by venue not by user so multiple managers can use it. LB suggested starting with the Pubwatch group and gauging success. Overall cost c.£700 per year for the pubwatch group. RJ said he had spoken to his managers and they were all keen. LB asked for Board approval and it was given.</p>	
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<p><u>Lavender Alley</u>: LB suggested, as the art work in the ginnels project will take some time to get off the ground, that in the meantime we add some interest in Lavender Alley by swapping the white bulbs for purple ones. They are currently on offer for £660 + VAT fitted, White bulbs can be used as spares for the other ginnels. SC pointed out that purple lights are a sign of Sanctuary (mainly a movement in the US at present). LB stated that this fits with the Tourism marketing strategy being run by Susan Briggs under the Skell Valley Project and the Cathedral's strategy. RC asked the Board for approval and it was given.</p>	LB
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<p>AOB</p> <p>RC asked if there was AOB. SM explained that he and LB had had a site visit with NYCC for the white Ripon highways signs and suggested a discussion about a logo and wording. The Board decided to use the VisitRipon / BID icon as the logo [RC suggested after meeting that LB mention this to the Cathedral as a matter of courtesy] with the wording underneath "Ripon" being Cathedral City of the Dales which the majority of the Board thought was important. LB can now revert to NYCC and hopefully get an idea of costings.</p> <div data-bbox="598 1232 778 1400" data-label="Image"> </div> <p style="text-align: center;">Cathedral City of the Dales</p> <p>SC said he had had a conversation with some people on Kirkgate and suggested that he and LB organised a meeting with the traders there with a view to having a "street champion" for Kirkgate who could collate thoughts and feed them back to the BID. LB & SC will look to arranging this over a drink and then possibly doing the same with other streets. RC said he thought it sounded a good idea. AD thought it would be a constructive way of working and SBa thought that they could then feed projects into the Board.</p> <p>AW explained that in Harrogate the Christmas lights are primarily funded by Harrogate BID. Prior to the BID being formed in Ripon, RCC had spent a significant amount of money on Christmas light display. Last year's display would have cost £37,000 but a £5,000 discount was received due to late installation. RCC are looking to go out to tender for 5 years. AW said that trying to replicate last year's display will cost substantially more than £32,000. HBC have previously given a grant of £7,000 towards the scheme, currently there is no grant funding coming from HBC, whether it does come later on in the year remains to be seen. Equally there is no guarantee that the unitary authority will commit to any expenditure. AW went on to say that if the BID wanted to see the same standard of Christmas display as previous years they would have to contribute some quite significant funding. The lights are there to draw footfall into the city centre for the businesses. The BID should anticipate that the display will cost at</p>	<p>LB LB</p> <p>SC/LB</p>
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<p>least £40,000 per year, and RCC's annual budget is £25,000 for Christmas lights leaving a shortfall of £15,000 for each of the next 5 years. RCC also spent £15,000 on the light switch on event. RCC will be going to tender in the next few weeks. AW said that he hoped the BID would like to work in partnership with RCC otherwise they would have to look at pairing back the offering. RC said that AW had articulated his point very clearly and that the BID would need to ascertain whether it was something the BID businesses would want to support or whether they would be happy to see a decline in the lighting. RC suggested LB discuss with businesses. RJ asked for a meeting with AW and LB to discuss further and LB said she was waiting on some suggested times from Paula Benson for another meeting. SM said it would be worthwhile seeing if these contracts would be cheaper being procured by the BID rather than RCC as contracts with councils are often top loaded by businesses. SC suggested while LB was asking businesses about lighting that she asked if they felt the light switch on event is a success for them as well.</p> <p>RC then explained that LB and LM would leave the meeting as the next item on the agenda was their appraisals. This discussion was not minuted.</p>	<p>RJ/LB/ AW</p> <p>LB</p>
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<p>RC thanked the Board for their attendance and the meeting concluded at 7:45pm.</p>	
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AOB

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