

Ripon BID – Board Minutes from 28th March 2022

Held at the Workhouse Museum

Board

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

Apologies: Sarah Blenkinsop, Kathryn Daly

Others

Present: Lilla Bathurst, Elizabeth Faulkner, Layla Martin

Proceedings

The meeting was called to order by RC (Chairman) at 6pm	
RC welcomed everyone to the Ripon BID Board Meeting and formally welcomed LM to the BID. 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 February 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 it was and the process would be complete by the next Board Meeting.	LB

Actions from previous meeting

<p><u>Signage:</u> LB confirmed she had had a disappointing response from NYCC on the white entry signs as NYCC had said they needed to know the exact design before they could cost the works. LB has asked for the cost of the Boroughbridge signs at the least as a guide. LB has not received a response as yet. LB will ask Mike Chambers again to ask Area 6 for reply as will SM. Skell Valley meeting has not happened yet. LB has meeting with Irena Bauman of Ripon Renewal 2035, Andy Edwards (wayfinding expert recommended by Irena), Jeremy Dunford, Chairman of Ripon Disability Forum, Alexa Vernon & Jennifer Taylor of Skell Valley Project and Fountains, and have invited but not had a response, from Allan McVeigh of NYCC and LCWIP. SW is unable to attend the meeting. The meeting is to coordinate all the work that the various parties have already done and are currently doing and to establish if Ripon needs a wayfinding audit to move things forward. SM confirmed that Econ is still happy to produce their signs but due to both the cost and availability of steel at present plans are on hold but very much in the pipeline. LB confirmed that the cost should move into the next financial year on the budget.</p> <p><u>Ginnet Lighting:</u> LB explained that the archway between TJs Hairdressers and the Black Swan on Westgate are currently being installed, this will then be themed with Jubilee bunting and other themes. This means the BID can add value on Westgate which can be difficult to achieve at times with the size of the pavements and other constraints.</p> <p><u>Planting:</u> LB confirmed that the BID would use the full allocation of hanging baskets. LB mentioned the flowerbed outside Sigma Antiques which is an ongoing consultation with RC. 5,000 daffodil bulbs will be planted in the autumn but they have been ordered in this financial year. They will be planted by Ripon in Bloom or a contractor as there is enough in the budget to do this. JA asked to clarify which daffodils he needed to photograph. SM suggested a photographic record of all the entrances, trunk roads and roundabouts in Ripon year on year to catalogue which needed replanting. AW thought the bypass and daffodil bends this year were not as resplendent as previously, they are 15 years old.</p> <p><u>Trees in Market Place – lighting:</u> AW confirmed that he is still waiting on a licence from HBC to do this. No response from HBC as yet. LB suggested she speak to KD and see if she could get things moving. AW explained that there was limited time to get things done before the Jubilee. LB mentioned that she had contacts at Gala, Blanchere and FusionLX who normally could all reply to a tender quickly once the licence issue was resolved.</p> <p><u>Ripon Theatre Festival:</u> LB explained that JA had attended the RTF meeting at the Arts Hub which was held to introduce the festival and call for volunteers. The RTF was included in the March BID newsletter and LM will push it out on social media when the time is right, LB & LM have a catch up meeting with Katie Scott on 31st March. LB asked if any of the Board would like to volunteer and AD said she would. JA confirmed the RTF wanted help with publicity and on the day they are looking for greeters and marshals. RJ asked if the RTF could use the market square notice boards to advertise and AW confirmed that they could. LB said she would talk to Katie Scott about it.</p> <p><u>OHLG:</u> LB confirmed that the grant application window has now closed. £141k in total was received by 43 Ripon businesses. Those businesses that the BID had contacted received a total of £110k. LB and RJ confirmed there were quite a few businesses that would not have received any funding without the BID's intervention. LB also stated that the process had been a very good way to demonstrate the value of the BID to the businesses. RC asked if this would be in the next newsletter. SBa suggested that a quote from either</p>	<p>LB</p> <p>LB</p> <p>LB</p> <p>JA</p> <p>LB</p> <p>LB</p>
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<p>Prima's or Oliver's Pantry would be a good idea. AW suggested that it would be a good idea to get some wider publicity on the BID's activities and how it is helping businesses. LB said she would release that information to the press once she had quotes prior to the newsletter going out. RC confirmed that he thought that was a very good idea.</p>	LB
<p><u>Levy Collection:</u> LB stated that there were still some payments left to be made (£34k) therefore 81% of the levy now collected. LB confirmed that there were a few multiples still to pay but most unpaid bills were small amounts, some from old occupiers owing for a portion of the levy. LB explained that EF and Kat Nellist (freelance) had visited 54 businesses over the last few weeks offering appointments with Rishi Sood of PSP. This gives an audit trail of contact with the BID, recorded on the CRM system. RC asked what the system would be to decide on court summons – EF explained that HBC would have a cut off point on the amount and LB confirmed she would be working with Julie Gillett at HBC. RC asked LB to find out from HBC what that amount was.</p>	LB

Items for Approval

<p><u>Summer Activities:</u> Summer of Play - LB confirmed she and LM had had meetings with David Ingham and Simon Hewitt of Ripon Together with regards to Summer of Play which they are putting on again this year. Last year it was aimed mainly at primary aged children, LB suggested the BID funded an activity day in August for 14-16 year olds using local operator MAP Adventures who provide archery, rifle shooting, bush skills, inflatable obstacle course and climbing walls. The BID would use the opportunity to engage with that age group for the Apprenticeship and Training Hub. Summer of Play have asked if the BID might fund the cost of transport from Ripon city centre to Studley Royal Cricket Club either via YorBus or a private contractor. The BID would encourage businesses to get involved by offering vouchers to people using the service, thereby bringing the benefit back into the city centre. SM asked why it was held at Studley Royal, SBa explained that much of the activities were cricket based. SM asked that Spa Park be considered as a venue and LB said she would look into it. LB also explained that it was easier to piggy back on a Ripon Together event rather than run one from scratch.</p>	LB
<p>Summer Trail – A free trail and activity sheet, links to businesses through the trail and the offer of trail treat. A final prize will be held for completed activity sheets – Lightwater may be offering a family day pass as a prize. LB confirmed that LM was in discussion with Feltnarn to produce the trail, JA suggested speaking with Yorkshire Trails who are Harrogate based. LB confirmed she had spoken to them in January but that Feltnarn were a better price, LB will revisit. Maps would be available from the Cathedral (open the most hours) and any other businesses, on the trail, who wanted them. The route has been designed to take in streets with traditionally less footfall and who miss out on activities in the Market Square. There would also be a prize draw for BID businesses who tag the trail in social media – suggested as £200 of advertising in either Dales Life, Yorkshire Post, Stray Ferret or Gazette. RJ asked about insurance/liability and LB confirmed there would be disclaimers on the trail both for the route and for any treats offered. RJ also asked who would have copyright on the map and LM confirmed she would check that the BID would own the copyright. SC asked that the route be an infinite loop, not billed as starting and finishing at the Cathedral. SC said that the pumpkin trail included 40 businesses and suggested that LB spoke to Gaynor Gray about how the pumpkin trail is organised. LB also confirmed that the trail is a good data gathering exercise. [Note 30.03.22 – 27 businesses took part in the 2021 pumpkin trail which was for a cash prize, 1st 20 children could claim free gift but without an activity sheet element]. LM will have a meeting with Ripon Mumbler to discuss further. LB & LM will revert to the Exec Group with more feedback on the trail and to gain approval.</p>	LB
<p>Social media campaigns – Summer in the City – LB explained that this is a good, broad campaign that can encompass many different businesses. The BID will also get videography for both social media and the website of all the activities in the summer. Evaluation through numbers participating, social media engagement, positive PR, visitor numbers via TownandPlace.AI. Cost c.£5,500 to deliver all activities (£850 on trail production, printing can be done locally). LB confirmed there was still flexibility in the budget (for example from the Econ signs) and the BID shouldn't be sitting on cash at year end.</p>	LM LB/LM LB/LM

<p><u>Apex Radio for Inspire Youth:</u> LB explained that following on from a meeting with NYP she had been asked if the BID could provide a radio for Inspire Youth. Inspire Youth are a charity who provide young people access to a wide range of activities and development opportunities through raising awareness of existing activities, providing informal education, life skills and development opportunities. This is done through their mobile youth base. They would like an apex radio to enable them to aid with some of the issues they have faced whilst working in Ripon and potentially better to safeguard young people and staff. The BID would like to partner with Inspire Youth both to encourage participation in the ATH and to help reduce anti-social behaviour. Inspire Youth are part of the multi-agency group which includes social services, the Council and</p>	
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<p>the Police. AD suggested that the BID should have a community spend and this initiative would be part of that and that as a business she felt it was a worthwhile spend. SBa suggested that included in that community spend could be the transport part of Summer of Play. RC asked if other BIDs did this. LB confirmed that most BIDs have a high proportion of spend on tackling anti-social behaviour. SC asked for confirmation that the radio is connected into the police. LB confirmed that it is was connected to the CCTV hub and that she had a meeting booked in with them for 11th April. LB also said she would speak to NYP and ask why they did not carry an apex radio. [Note 30.03.22 – NYP have confirmed that they hold an apex radio in the office and “in progress” calls are responded to from there. NYP feel that better understanding and training of retailers would help and LB will discuss how this is done at the CCTV meeting]. Cost £25 per month which was approved by the Board.</p>	LB
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Items for Information

<p><u>Raceday Entertainment:</u> LB stated that, following on from previous Board meeting feedback, entertainment in the city centre on selected racedays has been booked through Ripon based agents HighRow Music. All musicians have public liability insurance and will be using a portable amp. Entertainment will run from 11am through to 3pm, therefore covering the time when racegoers are in the city through to after the time they have left to encourage locals to come in. This will take place in The Arcade and at the bottom of Kirkgate (outside of Davis & Lund) – wet weather contingency has been made in either Claro Lounge or Valentino’s car park under a gazebo. Businesses on Kirkgate will be notified and The Arcade manager will inform her tenants. NYCC have been informed and have the event plan. Entertainment will be pushed out on social media using the hashtag #theriponvibe which the BID hopes will gain momentum and allow the BID to feed in other entertainment. The objective is to create a vibrant atmosphere in Ripon. AW flagged up the need for a PRS licence which LB will check. [Note 30.03.22 - LB has done this and purchased a licence covering all 5 days at £114].</p>	
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AW left the meeting

<p><u>Finance:</u> SBa updated the Board on the current financial position. The BID is within budget but behind in spend which should correct itself before year end. Income is slightly above budget due to VAT rebate. RC thanked SBa for his work and update.</p>	
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<p><u>Apprenticeship & Training Hub:</u> AD updated on the ATH stating that there was quite a bit of enthusiasm for it with LB being active in getting people engaged with it. AD, LK and LB will be attending a careers event at the Grammar School on 6th April and will be using this as a networking opportunity to talk to students and businesses. RGS have wholly embraced the concept. AD stated that the 14-16 age group is a crucial age group to engage with and she stressed she is keen to de-mystify to the businesses how easy it is to employ this age group. AD mentioned that Northallerton council make it very easy to get a permit to employ this age group and then they are on a register with the council. AD stated that the hub will be on the website for both employees and employers and KN is working on the content for that. RC said he thought it sounded very impressive. LB explained that the ATH will be using the services of Steve Bolton, the business consultant provided by HBC who has had his contract extended by another 12 months, thereby not costing the BID anything.</p>	
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<p><u>Business Support:</u> LB stated that Rishi Sood, the business savings expert (Place Support Partnership), is in Ripon on 30th March with 14 businesses booked in for appointments which gives him a full calendar of visits. LB will report back to the Board on the savings offered to businesses and this will be reported in the newsletter and annual report. Rishi will be back in Ripon in June for another round of appointments.</p>	LB
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<p><u>Cathedral 1350th launch event:</u> LB reported a slow take up in tickets – only 11 so far. The invitation will go in the April newsletter and on an e-shot w/c 4th April with an emphasis on the event being free. LB encouraged the Board to mention it to businesses they talk to.</p>	LB
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<p><u>Joe Cornish Exhibition:</u> LB explained that Fountains Abbey would like to invite the Board to a preview of their Joe Cornish Exhibition on 12th May. LB asked for permission to pass on the Board’s details to Fountains which was granted.</p>	
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<p><u>Ripon Raceday / Visit Ripon:</u> LB stated that she has a meeting on 7th April with the Visit Ripon Group to get firm commitments from the attractions that they would attend and have a stall/presence at a Visit Ripon day on 4th July. The BID will hire half of the bar for BID businesses to network at a Pimms reception. The Racecourse will donate a race sponsorship for a different meeting which will be offered in a prize draw to the BID businesses attending. The Racecourse will offer a certain amount of free tickets to BID businesses. The race sponsors' details will be in all the pre-race meeting literature and on the big screen on the day. The BID has to use the Racecourse's own caterers. LK asked if any street entertainment was planned for Ladies Day at the racecourse, LB explained that the BID would put on entertainment on 4th July but that Ladies' Day was too busy, entertainment will be on in the city centre on that day. LB will present detailed costs nearer the time.</p>	<p>LB</p>
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<p><u>TownandPlace.AI:</u> LB presented disappointing February figures, this was reflected in Harrogate and Northallerton's figures but Ripon fared worse. However, figures were improved on a 3 month index. February storms saw at least one market in Ripon cancelled and a subsequent market with very few traders. LB explained that the UK Consumer Confidence indicator dropped to its lowest level in 13 months at -26 in February 2022, as consumer mood was dampened by persistently high inflation. This followed a reading of -19 in January and missed analyst expectations for an improvement to -18. RC asked if the retailers had experienced lower numbers in February, SC and LK said they had however AD thought not and felt that Ripon on the whole seemed busy. JA stated that Ripon as a visitor destination would see a dip in numbers with bad weather but that the data would be very useful after the RTF.</p>	
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<p><u>Reballot Considerations:</u> EF explained that although the reballot was a long way off consideration needs to be made now for years 3 and 4 to have £20k in the budget for reballot work. LB & LM have identified and are working on engaging with the top 20 levy payers as they are key. EF asked the Board to consider their strategy for shutting down any "no" campaign. EF felt that the extensive consultation process that needs to go on to inform the next business plan, could be handled by LB, LM and KN rather than using an external consultant. Suggested date of May/June 2026. LB pointed out that a BID can have a 2nd chance at a ballot within the last 12 months so the date of the ballot needs to be decided based on whether the Board feels that would be necessary.</p>	
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SC and AD left the meeting

<p><u>Website:</u> RJ confirmed that the branding exercise was done by a panel that consisted of RJ, LB, Alexa Vernon of Fountains and Stuart Gill of Newby Hall plus in the later stages LM. LM confirmed that the brand guidelines were nearly finished and showed the Board the work to date which included colour ways, logo, iconography and an idea of layout of the website. Once the assets have been received the social media plan will be rolled out. LM confirmed that the social media content plan is mapped for April and ready to go. LM stated that DDC are currently wire-framing the website i.e. actually building it. RC asked who was writing the copy and LM confirmed that DDC were with her input where necessary. LB confirmed soft launch still on track for 6th May. LB also confirmed that without any Visit Ripon or BID presence on social media our Lavender Alley lighting received 190 likes, 37 comments and 2 shares, the 2nd ginnel lighting received 297 likes, 20 comments and 9 shares, Westgate & Greaves Court deep cleaning received 104 likes, 5 comments and 3 shares. No negative comments received. SM asked if we were doing anything on the Jubilee – LB confirmed that this would be in the event planner on the website and also covered on social media. LM confirmed that customer trends show people not making plans too far in advance and that we should start a teaser campaign early May. SM stressed that the bunting would be going up by 10th May. LB confirmed that this would be in the April newsletter to help drive footfall. SM suggested LB check with NYCC regarding licensing for the Kirkgate bunting as this had in the past been put up without a licence by the traders. LB confirmed she would do so.</p>	<p>LB</p>
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<p><u>AOB:</u> RC asked if anyone had AOB. EF thanked the Board for the last 6 months and said that she had thoroughly enjoyed working with the Board. JA asked how the BID was promoting what it was doing not just to levy payers but to the wider public and stated that he was displeased that The Gazette reports on Harrogate BID on a weekly basis and there are never any articles about Ripon BID. LB confirmed that when the BID does work such as the deep cleaning a press release is sent to Your Harrogate, The Gazette and The Stray Ferret, once one publication has picked it up the others tend not to repeat it. RC mentioned that The Gazette was a Harrogate rather than Ripon publication. LB confirmed that LM has good connections with the press particularly John Grainger from The Gazette/Harrogate Advertiser who is keen to support hospitality businesses. LM had written a piece (for a freelance client) which she submitted and which ran lately and said she would work on some business profile pieces on BID businesses to submit. These profile pieces could</p>	
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mention the BID and the work it is doing. LB stated that she would prefer the BID to have publicity that way (i.e. coming from the BID businesses) rather than the way Harrogate BID publicise themselves directly which leads to negative publicity. RC asked if the BID could get a regular slot in the paper (similar to the one the Dean has) and LM will ask and report back to the Board.

LM

RC explained that SW was attending this meeting for the last time as a Board Member but would be moving to an observer role as and when needed and thanked her for everything she had done thus far. RC also explained that SBI was also leaving the Board as she felt that with LM now in position her role on the Board is now fulfilled by others. RC also confirmed that SBI sent the BID her best wishes and he thanked her for all the work she had done for the BID. RC went on to confirm that Lindsay Austin, Managing Director of the Bayford Group, would be joining the Board. Lindsay has lived in Sharow for 18 years and will bring with her extensive retail experience, having been a director of M&S for many years. RC asked SBa to arrange the necessary changes with Companies House. LB will look at arranging future Board meeting to accommodate all Board members best. RC also explained that Jim Verbeken, the GM of Booths, would be joining, and if not him, post Booths' reshuffle, then the next GM would join. RC stressed that we needed one of the big retail levy payers on board well before the next ballot. LK mentioned that Tony Denton of Batchelors is keen to join and RC noted this and said that he would be invited in due course when there is a space.

SBa

RC thanked EF for all her excellent work in getting the BID up and running with all the correct procedures, documents and policies in place. RC said he felt that Ripon was very well placed for the future, in no small measure, due to EF's work.

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