

Board Minutes from 23rd May 2022

Held at the Workhouse Museum

Board

Present and constituting a quorum: Richard Compton (Chairman), John Alder, Lindsay Austin, Stuart Baldwin, Kathryn Daly, Annette Duffy, Rick Jones, Lee Kettlewell, Richard Taylor

Apologies: Stephen Craggs, Stuart Martin, Andrew Williams

Others

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

Proceedings

The meeting was called to order by RC (Chairman) at 3:30pm	
RC welcomed everyone to the Ripon BID Board Meeting, welcomed LA for the first time and thanked her for joining the Board. 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 April Board and approval was given. RC asked LB if the Board company membership and code of conduct paperwork was all complete and LB confirmed it was and she would provide LA with the necessary paperwork.	LB/LA

Actions from previous meeting

<u>Publicity</u> : LM confirmed she and LB had had meetings with Bauer Media and Your Harrogate to cement the relationships. They have been focusing on the website and the social media feeds. Events are being publicised through social media and the website – which went live at 2:30pm on 23 rd May. LB confirmed that both she and LM would continue to push for more print publicity. LB went on to say that both RC and The Dean had made very full reference to the BID at the Cathedral's 1350 th launch event.	
<u>Signage</u> : LB reported on behalf of SM that NYCC have not yet confirmed costs for new signage but they have given feedback and that a site meeting had been proposed (no date yet) and that would hopefully move the project along. RC asked KD if there was any news on the repainting of the finger posts. KD stated that there was no budget for repainting them. KD asked for the scope of the project and stated that possibly the HBC property team could do the work. LB stated that she would revert back to KD with the number of signs (SW to confirm) and when KD has confirmed amount needed, LB will approach T&R Williamson to see if they would like to sponsor the enamel paint. RT pointed out that the signs are local authority signs and therefore should be the responsibility of the local authority. LB stated that the BID would not be committing funds if T&R Williamson provide the paint, HBC provide the labour, the BID just acts as a conduit. RT asked if the Harrogate town finger posts had been repainted – and KD said she thought not.	SW KD/LB
<u>Skell Valley Project</u> : LB confirmed she had had a brief meeting with the outcome being that someone new has been brought in by the National Trust to review the project. The BID and NT have agreed to keep liaising to make sure any plans/walking routes are aligned and there is still the chance of funding further down the line. JA confirmed that the project is a very long term one.	
<u>Ginnel Lighting</u> : LB explained that the Specsavers/Boots ginnel was finally lit and decorated with bunting the previous week and AD said she thought it looked very nice. LB confirmed that she is liaising with the agent for the landlord of the Booths/Fatface development to see if the BID and the landlord can work together on both cleaning the pavings and lighting the two underpasses (by Fatface and by Core Fitness).	
<u>Planting</u> : LB confirmed that the hanging baskets will be going up after the Jubilee which is still earlier than previous years (they normally go up mid June) – a cold spring has meant that plants are not ready to go up before. This is the case across the whole district. SM, AD, RJ & LB had looked into the possibility of hiring baskets from Tate's for the Jubilee weekend, however due to the progress of plant growth this is not a viable use of BID funds. SM is talking to Oasis florist about making some more Jubilee bows to hang from the brackets and LB has offered to cover any costs of ribbon. LB stated that any request for more daffodil bulbs from HBC would need to come via RCC and she will speak to them about it. HBC would need to know where they were to be planted.	SM LB
<u>Lighting of Market Place Trees</u> : LB confirmed that she had just had a meeting with AW and the new lights would be going up on 24 th May. AW has asked that the BID pay for the electricity (c. £2,500 pa) rather than the colour change option (which is unquantifiable). RC asked what credit the BID would get for it and LB explained that RCC had said they would say that the BID had funded the electricity. RC said he felt that it would be better if the project was referred to as jointly funded by RCC and the BID – LB said she would speak with Paula when she supplied	LB

costs. LB also explained that AW had said that he would like to BID to contribute to more Christmas lights and had flagged up Lead Lane, Quarrymoor and Dallamires as suitable places. AD asked why RCC needs a contribution from the BID. LB said she understood from AW that it was unfair to ask pensioners to contribute to lighting schemes in those areas. RC asked if there was already lighting in those areas - LB was unsure. AD, RT and JA all felt that these areas were strange places to put Christmas lights. LB stated that there were levy paying businesses in all those areas. LA asked who the energy supplier for the lights was and if there was an intermediary and LB said it was a direct feed from Northern Power as far as she knew but would confirm this with RCC. RC said that in principle the BID would like to support Christmas lights if properly credited as working in partnership with RCC and asked LB to find out more on this.	LB
<u>St Wilfrid's Day:</u> LB confirmed the Exec Board approved a £1,000 sponsorship. LB has received their accounts, the route will go past the Magdalens, SM is going to the committee meetings and the BID will be involved early next year to add its input.	
<u>Levy Collection:</u> LB is liaising with HBC on the summons list and explained that there were quite a high proportion of non-payers. LB explained that RJ, LK and LB have chased up the majority of people on the list and that she cannot spend any more time on it. RC said the BID should be prepared for media interest if they are contacted by any businesses who receive a summons and should prepare a policy statement. LM said she would work on drafting something. SBa asked if the businesses were aware of what date the summons would be issued and LB said she did not have that date yet. LK asked what the penalty was and LB explained it would be £100 admin fee plus around £82 court costs rising to £92 court costs if it goes to court. LA asked what the reasons were for non payment. LB explained that with some businesses there is a refusal to engage with BID so she is unable to even explain the process. LA felt that there may be some confusion with the suspension of business rates ending and LK said there is still confusion due to the £15k threshold for business rates and businesses feeling they are therefore exempt from BID levy. LA also flagged up that there are two charities on the non payers list and warned that this might be picked up by the press. RC asked if an email/letter could be drafted to all non-payers warning them. AD asked if non-payers could be offered a payment plan and LB confirmed that she had offered that to businesses in Nov/Dec but if she offers it now, the next bill will be due before businesses have paid this years. AD also asked if Harrogate BID had had the same issues and KD confirmed they had and still had debtors from 3 years ago due to courts closed over pandemic. SBa confirmed collection figure of £156k with £22k left to collect. In order to reach budgeted figure of £172k levy (allowing for empty premises etc and businesses in administration) there was £16k further levy needed. RC explained that businesses could only appeal the process (which has been done correctly) and therefore anything the BID could do to stop businesses wasting their money would be of benefit.	LB
<u>Visit Ripon at the Races:</u> LB explained there was a Visit Ripon meeting on 14 th June and both Grantley Hall and Curzon Cinema would be attending.	
<u>Photos for Website:</u> LB to liaise with LA on getting her headshot	LB/LA
<u>Levelling Up:</u> KD has already sent email on HBC position.	

Items for Approval

<u>Free After Three Parking:</u> LB showed costings to the Board and stated that SC now felt that 7 Fridays was too many and the BID should focus on the 4 Fridays in the run up to Christmas but not the 23 rd December. LB said that Booths new manager felt that their customers might be upset at this, SC felt that Booths would feel they had missed out. LB said she would speak again to Booths. RJ said that it might be better if the free parking in Booths wasn't heavily advertised. AD felt that free things do not bring in extra spend. SBa asked if free parking boosts profitability for businesses. KD said that in Harrogate the levy payers perceive there is a benefit, even if the figures show otherwise. RC asked how success can be measured. LB said she can measure footfall data in the car parks and also canvas the businesses after. JA said there was a risk that the BID would then need to do it every year. LK thought that free parking might increase the dwell time. RC said that he felt there was no problem, if the analysis of the scheme showed no benefit, to stating that as a reason not to continue the next year. RJ asked for 4 Fridays and the remaining budget to be used for entertainment to be added to further encourage visitors. RC asked if the Board was in agreement to 4 Fridays of free parking with added entertainment and they agreed.	LB
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Items for Information/Discussion

<u>Ginnels / Portas Fund:</u> RC asked RJ to speak on this, having mentioned that RJ's father is the treasurer for the Portas money. RJ explained Ripon Together had paid for an artist to draw up designs and a quote for art in the Oliver's Pantry ginnel. This is now not viable due to the Bayford Group redevelopment. RJ & LB had met with Mick Stanley who had agreed that Ripon BID could take over the project from Ripon Together. RJ stated that the easiest ginnel to enhance with street art would be Lavender Alley, it is also the first one that was lit. This could be done	
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<p>using the history of the ginnel, the former Grapes pub and lavender. M&Co./Costa ginnel would need street art up high due to the narrowness of the ginnel and in the Specsavers/Boots ginnel the BID needs to be conscious of the fact that it is used by vehicles. This ginnel also has some problems with anti-social behaviour which the lighting is going some way to discourage. Mick Stanley is going to find out the original names of the ginnels so that can be incorporated. The Sainsbury's/The Arcade could be another place for street art – particularly if the BID works with Sainsbury's and their community budget. RJ went on to call for some volunteers for a working group and AD said she would love to volunteer and would like to see the schools involved, Specsavers could also help with funding. JA also volunteered to help and LM said she was able to help researching street artists. RJ explained that there was £8,000 left of the Portas money available to the BID. LB stressed that artists will now all charge for design work. An update will be given when there are further costings available. RC asked if the Board agreed in principle on taking this project forward and agreement was given.</p>	<p>AD/JA/ LM</p>
<p>Future of our Towns, Cities & High Streets: SBa explained that further to LB distributing the Revo/LSH report he felt that the BID should decide what to do with regards to this. The options being: 1. nothing and hope that someone else picks it up, 2. wait for a council to do something and then comment or 3. be more proactive and get involved. LA asked what the link was into the Ripon Masterplan and SBa explained that the Ripon Renewal 2035 report has been delayed until July now. SBa went on to say that with the change to the new unitary authority it might be that May 2022 to be actioning anything. If the BID is to influence the future of Ripon it should be involved in any discussions. KD assured the Board that the Masterplan work is about a delivery strategy. KD went on to say that the discussions HBC have been having with Irena Bauman is about the place and people within the place delivering the plan rather than any one council, and that the BID would very much be part of that in collaboration with others.</p> <p>SBa and LB have put together a strategic comment below:</p> <p>“Various reports and papers are emerging with reference to the future of cities, towns & high streets. The BID welcomes these and backs the over-arching position that the Public Realm needs to be re-thought to allow for more adaptable spaces. The BID also acknowledges the changing face of the high street and backs the move towards a mixed use with many independents traders in smaller more flexible units. The BID keenly awaits the publication of the Ripon Renewal 2035 Masterplan and the ideas contained within and will play an active role in turning these broad strategic ideas into workable plans and the implementation of those plans.</p> <p>With the introduction of the North Yorkshire unitary authority in 2023 the BID are keen to actively engage with North Yorkshire when the time is right and will be communicating this desire soon.”</p> <p>SBa felt that the BID should make sure that NYCC (and then NYC) was aware that it is an organisation that they should be liaising with. RC said that the leader of NYCC was well aware of the BID and would not want it sidelined. LB asked if the statement should be made public and LM suggested as a news story in both the newsletter and on the website. RC agreed with this and asked that the newsletter was sent to Richard Flinton and Carl Les and LB confirmed she would ensure it did.</p>	<p>LB/LM LB</p>
<p>Website: RC invited LM to talk through the website. LM confirmed that she and LB had been very busy with the website but it is now live. LM talked through the branding on the website and how fresh the imagery looked. Each attraction has its own page with a link through to their website. LM has worked on the customer journey through the website to ensure visitors can't miss anything. LM explained that the attractions had all been responsive on giving visual content, they have not yet seen their individual pages yet but hope they will give feedback when they do. There is a “What's On” section for events with a submission form for businesses to use. RC asked if the Cathedral's next event is on [this can be found here: https://visitripon.co.uk/news/ - and LM will listed it in the events section]. LM highlighted the jobs and offers pages which both have submission forms. AD pointed out that one offer highlighted is from a business that has not paid their levy. LB explained that in order to get the website live they needed it populated. RJ stated that the website is about the visitor journey and the need to showcase what Ripon has going on. LB also stressed that as more offers come in LM will be able to keep updating it and keeping content fresh. LA asked if the submission form could perhaps go at the top for the launch rather than a business who has not paid the levy, she stated that she felt it was principally wrong to endorse bad behaviour. LB explained that she would check but thought that the website template could not be changed, she also stated that levy payers payments are not available outside the BID and the website is customer focussed. LB & LM will seek out other offers and swap them out for a paid-up business. LM stressed that is quite a hard job to create a website that is consumer facing, keeps the businesses happy with value added. LM explained that she had worked hard on making sure the content is SEO friendly so hopefully the website will start to rank pretty quickly and by the next meeting we may be able to look at the analytics. Then LM can start to look at a profile of who is using the website and where they are looking, then she can work the social media plan so they feed into each other. RJ asked if Valentino's should add the Visit Ripon link to signpost people to what's going on and LM confirmed he should. SBa asked what the criteria for events listings and LB confirmed that if the event would appeal to a visitor then it would</p>	<p>LM LB/LM</p>

<p>be listed. LM explained that some events might not be featured on the website but would appear as an Instagram story. LB said she and LM would write an explanation of what is covered on events, where and how it is covered. JA asked if Ripon would still retain its presence on the Visit Harrogate site and LM confirmed it would. LM reviewed the social media platforms and confirmed that she would be running some competitions to boost follower numbers and run some paid advertising but that the bank of stories / posts was good. LM stressed that it was important to get to 1,000+ followers as quickly as possible to give digital credibility. LA asked if it was worthwhile asking some of the businesses in Ripon to signpost people to the Visit Ripon social media and LM confirmed that was already happening with businesses using our hashtag, liking, sharing and tagging us. This has also been pushed out via the newsletter. JA asked about video content and LM confirmed it appeared in the Instagram stories.</p> <p>RC said the website looked fantastic and congratulated LM & LB on it.</p>	<p>LB/LM</p> <p>LM</p>
<p><u>Place Support Partnership:</u> LB confirmed that Rishi Sood had had another day in Ripon and met with 9 more businesses and revisited some previous ones. All visits were well received. He now has a large amount of data and work to do so visits will be halted for the moment until he has come back with some results – these can take quite a few weeks to filter through. RC asked if he had visited any non paying levy payers and LB said that he had visited one. RC asked for a newsletter quote from one of the businesses recently visited and LB confirmed she would do that.</p>	<p>LB</p>
<p><u>Summer Activities:</u> LB showed the draft of the Summer Trail map, supported by Lightwater Valley. LB explained the aim of the Trail is to push visitors to places they may not know such as Duck Hill Small Shops, North Street, Westgate and Blossomgate. LB also stated that other businesses are involved by offering trail treats and will have stickers in their windows. RT asked if LB would speak to Helen Thornton about marking the other 2 museums and LB said she would do so. LB stated that there would be a weekly draw for a family pass to Lightwater as they had kindly donated 6 sets of passes. LA pointed out the non-payers marked on the trail and LB confirmed she would visit and ensure they pay.</p> <p>LB explained that she is continuing the work with Ripon Together on what was last year called Summer of Play – and which she hopes to have renamed possibly Festival of Fun or Fun Fest to appeal to older children. The Ripon BID day will be Thursday 18th August with the obstacle course, archery and rifle shooting and showcasing RATH. LB confirmed that she is looking at using Sian who did the branding for the RATH to design a poster giving details of all events, once Ripon Together have reverted back after their working group meeting on Wednesday. LB stressed she wanted to get things nailed down so that the BID can push it out to the schools before school holidays but that there would also be posters and banners put up.</p>	<p>LB</p> <p>LB</p>
<p><u>Ripon Apprenticeship & Training Hub:</u> AD confirmed that a meeting was being held with NYBEP on 24th May on processes and procedures. RJ explained that the following tasks had been completed:</p> <ul style="list-style-type: none"> • Structured Business Plan • Website Navigation including QR Codes • Support from external bodies including NYBEP & Steve Bolton @ HBC • Logo Development – including strap line Engage/Develop/Mentor • Literature for students & businesses <p>The next task is to engage with employers, particularly using LK's expertise. Once on board they can post their jobs on our website. Once engaged the project will move on to development with 2 workshops per year, using Steve Bolton of HBC. The final stage will be getting mentoring ambassadors. The student engagement will be via NYBEP working with schools, doing things such as interview techniques, CV writing skills etc. Separately there will be branded merchandise with a QR code back to website – looking into an aluminium water bottle. RC stated he felt it was a very exciting project.</p>	

<p><u>Finance:</u> SBa updated the Board on the current financial position. £7,508 income due to be received in June. Leaves balance of £16k to reach £172k budgeted for. The BID is within budget but behind in spend on projects and may remain so for year end. Accounts are showing an under spend of £13k on costs giving a £20k surplus at end of Aug. AD asked if AW would need to submit a project proforma for any spend on Christmas lights and LB confirmed that a proforma would need to be submitted either by AW or by LB. RC thanked SBa for his work and update.</p>	
<p>LB updated the footfall data from Townandplace.ai. LB reported a fall in footfall due to Easter holidays and people travelling away. LB pointed to a Springboard report that stated that whilst many areas showed a reduction in footfall over the Easter bank holiday, coastal and historic towns saw a rise in visitors – this did not translate to Ripon but is an indication of what should be aimed for. RC asked if at some point in the future Clive Hall could revisit and give an in-depth report on Ripon footfall. LB confirmed that all events are in the system and will be able to report back afterwards. AD stated that she felt that Ripon was the most vibrant for many years. LB also confirmed that a better comparison picture would be had when Place Informatics had input all the 2019 data.</p>	

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<p>RC told the Board that James Brownless, the new GM at Booths, had agreed to join the BID Board and asked for approval which was given by the Board. RC also stated that he would be doing an appraisal for LB with RJ's help. LB gave the Board a suggestion sheet for any projects they had in mind for next year, this was welcomed by SBa who said that he and LB needed to start working on the budget for next year.</p> <p>RT asked if the business plan was available on the website and LB confirmed it was, on the BID side under the documents section along with newsletters, previous Board minutes [LB will also ask for the Memorandum of Association, the declaration of result and BID company membership form to be available here to comply with the BID Foundation's standards].</p> <p>LB confirmed the date and time of next Board meeting as June 27th at 6pm at The Workhouse Museum.</p>	<p>LB</p>
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<p>RC thanked the Board for their attendance and the meeting concluded at 5:30pm.</p>	
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