

## Ripon BID – Board Minutes from 21 October 2021

Held at The Workhouse Museum, Allhallowgate, Ripon HG4 1LE

### Board

Present and constituting a quorum: Richard Compton (Chair), John Alder, Stuart Baldwin, Stephen Craggs, Kathryn Daly, Rick Jones, Lee Kettlewell, Stuart Martin, Richard Taylor, Sheila Webb

Apologies: Annette Duffy, Andrew Williams, Sarah Blenkinsop

### Others

Present: Elizabeth Faulkner, Lilla Bathurst

Apologies: Mo Aswat

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### Proceedings

The meeting was called to order by RC (Chair) at 6:00pm	
RC welcomed EF & LB to Ripon BID. RC reminded the Board to declare any conflicts of interest on the agenda. SC declared an interest in agenda item "Blow Your Horn". RC enquired about KS's interest level – LB to contact and ascertain.	<b>LB</b>

### Actions from previous meeting

RC confirmed that the levy invoices are being sent on 1 <sup>st</sup> November. RC confirmed that HBC loan agreement has been signed, the money received. LB has original document. SW was asked for signage recommendations. SW will deliver at the next Board Meeting.	<b>SW</b>
Minutes from the previous meeting held on 14 September 2021 were approved.	

### Signage - General

SC mentioned work done by Greater Ripon Improvement Partnership (GRIP) at least 6 years ago. KD to check where that work is now. SM said a formal request to Paula Benson may be needed.	<b>KD</b>
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### Signage – City Entry Points

SM confirmed that Econ Engineering are making steel, black powder coated signs with artwork from HBC to replace the 6 brown wooden city entry point signs. Econ are providing steel and cutting free of charge. SM has approached local firm DTMS for a price for erection and maintenance – the discounted price is £4,050 inc VAT. SBa confirmed that the BID could claim back the VAT on this. The work will be done in 3 phases of 2 signs at a time starting in early January (subject to staff availability).	
EF asked if the BID could do a joint press release on it. SM confirmed that was fine as long as all the relevant people were recognised in it. SM also mentioned that Tate's were happy to provide some planting around the signs.	
RC asked the Board for approval to use BID funds for the DTMS work which was granted unanimously.	
RT pointed out that the highway city entry signs, maintained by NYCC, were very poor, particularly the one at the racecourse. Boroughbridge has much better and bigger signs. SM suggested writing to Carl Battersby at NYCC. EF will draft an email for RC to send. RT will provide photographs.	<b>EF/RT</b>

### Blow Your Horn

RC stated that he and SBI had had a meeting with the owners of Blow Your Horn Facebook site with a purchase figure of between £5-15k suggested by BYH.	
SBI joined the meeting via telephone and explained that she had spent 4-5 days being an administrator of the site which has 17k followers and an ability to disseminate news on a	

regular basis. SBI stated BYH was not a commercial proposition for the BID, the admin time is 2+ hours per day – with 75% of that time being outwith 9am-5pm. SBI confirmed that even if the site was offered for free she would not recommend it as a proposal for BID.	
SC will report back to BYH that the BID is not interested in purchasing.	<b>SC</b>

## Finance

SBa took the Board through the Annual Forecast to August 2022 and stressed that this was to demonstrate the layout rather than the actual figures at this point. SBa pointed out running costs of approx. £62k per year and referenced back to the business plan how the project costs would be filled in for each section. SBa explained that the next set of bills would go out in September 2022 and therefore the BID would need a balance of £20k at August 2022 to cover 2 months of running and project costs.	
RC enquired about the repayment of the HBC loan and whether it could be repaid over a longer period. SBa suggested a 2 year staging - KD will check this and report back. EF asked that the £3k additional income per month be tabled as an agenda item for the next Board meeting as it is a big ask for 1.5 people to raise by December 21. EF asked that this be a team effort to raise the additional funds. EF also stated that the gaps in the Annual Forecast would be drafted by the next Board meeting.	<b>KD</b> <b>EF</b> <b>EF</b>
SM asked what the response should be if the larger levy paying businesses asked why the BID was paying back loans instead of delivering projects immediately. EF suggested the following response: <i>“The voluntary BID board of businesses are grateful to HBC and the group of private sector Ripon businesses that have enabled the businesses of Ripon to put forward the support to allow a BID to happen in Ripon, they are grateful as without the loan the BID would not have been able to happen, their support has meant that the much needed work of supporting the businesses in Ripon has been able to commence ahead of businesses being invoiced for their levy.”</i>	
RC asked if everyone understood the way the annual forecast was presented. The board confirmed they were happy with the layout.	

## Financial Protocols

SBa talked through the protocols and explained that the control has to be proportionate to the spend involved. He suggested a reserve account with the majority of BID funds held there and a current account for running costs. SBa is still in talks with Barclays about the authorisation process.	
RC asked if the Board were happy with the proposal including one small change under the section “authorisation of spend”. The Board confirmed approval.	

## Newsletter

EF showed the Board a paper copy of the newsletter, designed and printed by Colour it In on Canalside, and explained that it is not in a “glossy” format so that it can be recycled. SM asked that this be stated on the newsletter along with the fact that it is printed in Ripon. EF confirmed that this would be the case on the next newsletter.	<b>LB</b>
EF talked through the reasons for the Q&A section, explaining that Ripon BID wanted to avoid the problems Knaresborough BID had and be as transparent as possible. EF talked through immediate projects such as deep cleaning and thanked SM for his work on the city entry point signage. EF explained that the BID would not be doing a Xmas project as it is not possible to do something well within the timeframe. The Board were invited to come to one of the January Sector Group Networking events that are detailed on the newsletter.	
The Newsletter has been sent to 226 contacts electronically with the rest being hand delivered or sent via post. LB will endeavour to get electronic contact details for all levy payers by the release of the next newsletter.	<b>LB</b>

EF asked board members to let LB have the names and contact details of anyone else who would like a copy and stated that the newsletter would go on the website. EF also explained that the newsletters are a very useful tool for compiling the annual report.	
RC asked what stage the website was at. EF responded that she would update at the next Board meeting when an outline plan for the website project would be commence.	EF
RJ mentioned that RCC have events in December – EF said these could be included in the next newsletter if it was brought forward in date.	EF

### Deep Cleaning

EF explained that each project will be evaluated via a table of objectives, benefits and costs. EF thanked SC for taking time to walk round Ripon with a contractor and LB to identify areas in need of a deep clean. The areas identified are: 3 x ginnels, the pedestrianised area of Kirkgate from Webb & Webb to the Royal Oak, and the underpass and frontage of shops from Fat Face to Booths. EF stressed that we need a contractor with the appropriate accreditations and public liability insurance.	
EF explained that the BID needed to make contact with the landlords/owners of the ginnels before proceeding. This will need to be done anyway if the plan is to secure lighting in them. LB has been in contact with Parks & Environment team at HBC and with Harrogate BID to liaise. SM suggested it would be a very good idea to double check with NYCC to make sure there was no utility company work about to take place – LB will do this. SC mentioned that on Kirkgate there are some Ripon Civic Trust planters that are very unstable – LB to confirm ownership and liaise.	EF/LB  LB  LB
EF said that the ginnels would be the first priority and parameters for cleaning them is ideally under £1500 + VAT. RC asked for Board approval and it was given.	

### Customer Relationship Management System (CRM)

EF explained that there are 2 systems available that work for BIDs – of which Solomon is a Yorkshire based company and the best suited for Ripon BID. The system can monitor all interactions with BID levy payers, send out communications, is essential to produce accurate KPIs and an essential tool for re-ballot. The contract would be a 5 year contract with 2 licences costing between £995 and £1275 – the BID is requesting staggered payment terms.	
RC asked the Board for approval and it was given.	

### Visitor Data Evaluation System

EF summarised the proposed system from Place Informatics. RJ and RC asked if a decision could be postponed until the Board had had a presentation from Place Informatics – EF & LB to organise.	EF/LB
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### BID Foundation / Kite Standard

EF explained the 11 recommendations and said that the BID should strive to receive this accreditation. RC confirmed Board agreement.	
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### Business Savings Scheme

EF explained that this was in the business plan and would be provided by a 3 <sup>rd</sup> party with the BID making the appointments with the businesses on behalf of the provider. RC stated that he felt it would be of real benefit to small businesses and was exactly what the BID had set out to do. RC asked the Board for approval and it was given.	
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**BID Executive Group**

Whilst it was anticipated that issues would be discussed and decisions made at Board meetings, it was nevertheless inevitable that smaller scale purchase items - needing rapid approval - may require approval between meetings. RC suggested that an Executive Group for these rare occasions might be sensible. The Executive Group would keep the full Board fully informed in such circumstances and would follow the agreed financial protocols.

RC suggested himself plus:

Stuart Baldwin – Finance

Rick Jones – Retail

Sarah Blenkinsop – Marketing & PR

The board approved these suggestions.

**AOB**Board Meeting Dates

LB to send out list of future dates as agreed with RC as soon as possible.

**LB**Grant funding

KD requested a meeting regarding government grants and to identify potential transfer of ARG monies to the BID for delivery of business support activity in Ripon. KD explained there will be specific criteria to adhere to (as defined by national government), and that she is working on the guidance at the moment. The Board confirmed they were very interested.

**KD**

RC thanked everyone for their attendance and the meeting was adjourned at 7:30pm.