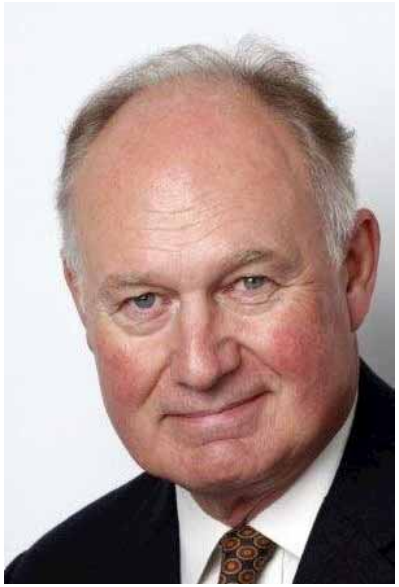
Ripon BID

Annual Review 2022-2023

23rd October, The Old Deanery

Kirkgate & Duck Hill, Ripon. Summer 2023

Introduction



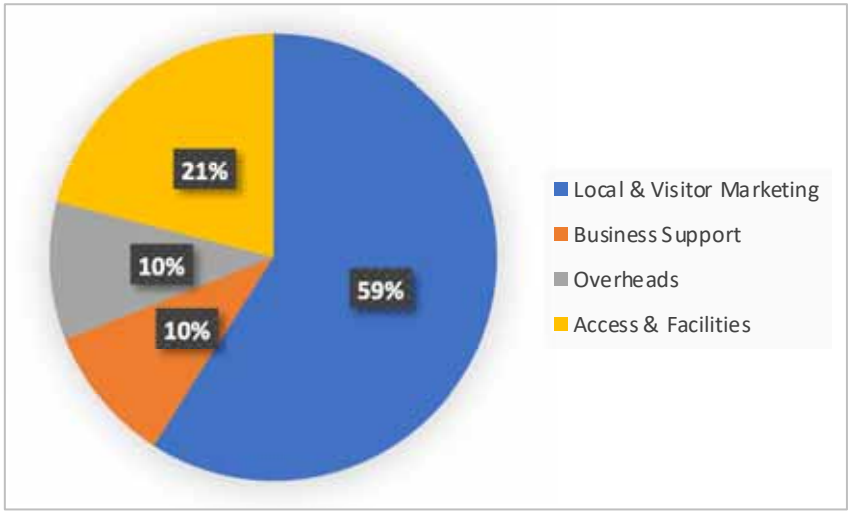
- We are home to three museums, Ripon racecourse, three rivers and a canal, Lightwater Valley, Unesco World Heritage site Fountains Abbey & Studley Royal, one of Britain's greatest stately homes – Newby Hall, a Cathedral founded in 672 and we are on the doorstep of the Yorkshire Dales and North York Moors.
- Our vision is to develop further the unique Ripon city region as a great destination for tourism, culture, creativity, innovation, and business.
- We are helping to drive footfall into our retailers, restaurants, bars, museums and attractions – both in the city centre and the outer areas – through our online presence, events and marketing
- We are supporting businesses with projects to drive down business costs.
- We are investing in access and facilities such as tourist information, signage, floral displays, lighting and street cleaning.
- Everything we do is focussed on growing the profits of our members.

What We Promised:

- Promote Ripon - encourage visitors and spend
- Reinvigorate the events calendar
- Easy & attractive access, a welcoming & safe city
- Decrease business costs, support independents

Investment in Ripon:

- c.£170,000+ in annual levy
- c.£850,000 investment in Ripon over 5 years
- Ability to secure significant grant funding

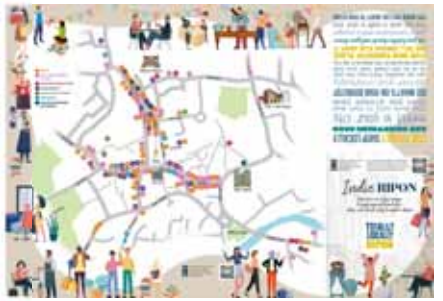


How we have achieved this

2022-2023

Decrease business costs, support independents

- 10% discount on waste and recycling collections agreed with Biffa
- Meeting with Julian Smith, MP
- Tourism marketing workshops
- Liaison with North Yorkshire Police and North Yorkshire Safer Communities to tackle anti-social behaviour
- Totally Locally marketing campaign and mentoring
- Indie Ripon maps to highlight city's independent offer
- Support and advice via the monthly newsletter



Promote Ripon, encourage visitors and spend

- Hallowe'en, Christmas, Easter & Summer Trails and free children's activities

  Participant surveys showed:
  - 93% spent more time in Ripon
  - 87% spent money in Ripon businesses
  - 57% discovered new businesses

The Telegraph | The Telegraph

Yorkshire's forgotten city

Helen Pickles

Wed, 11 October 2023 at 8:00 am BST · 6-min read

As I left Ripon, the cathedral's west facade was glowing in the late afternoon sun looking, for all the world, like a Tuscan duomo. Eat your heart out Harrogate.

- Summer advertising and marketing campaign including on 36 and 22 bus routes
- Increase in website visitors from York & Leeds
- Dedicated article in The Telegraph organised by the BID which highlighted various BID businesses
- Press coverage from Living North, Absolutely Yorkshire, BBC Radio York, Harrogate Advertiser, Your Harrogate and Stray Ferret

Promote Ripon, encourage visitors and spend

- Continued investment in Ripon Theatre Festival
  - 101% rise in footfall over Sat & Sun
  - 100% increase in events
  - 25% increase in festival length
  - 86% increase in audience numbers
- Dog Friendly Ripon campaign including searchable directory listings, window stickers and video – this campaign had a social media reach of over 80k
- Creation of Christmas in Ripon brochure 2022 – raising funding through advertising for Ripon's Christmas lights. Distributed to +18k households in 2022

DOG FRIENDLY RIPON

Promote Ripon, encourage visitors and spend

- Digital presence on website www.visitripon.co.uk and social media via Visit Ripon on Facebook and Instagram, Ripon BID and Totally Locally Ripon on Facebook
- Website users at over 22k
- Website page views at over 63.2k
- Total social media reach of over 176k
- No.1 on Google for “Visit Ripon”, “Ripon Events”, “Events in Ripon”

Footfall KPIs

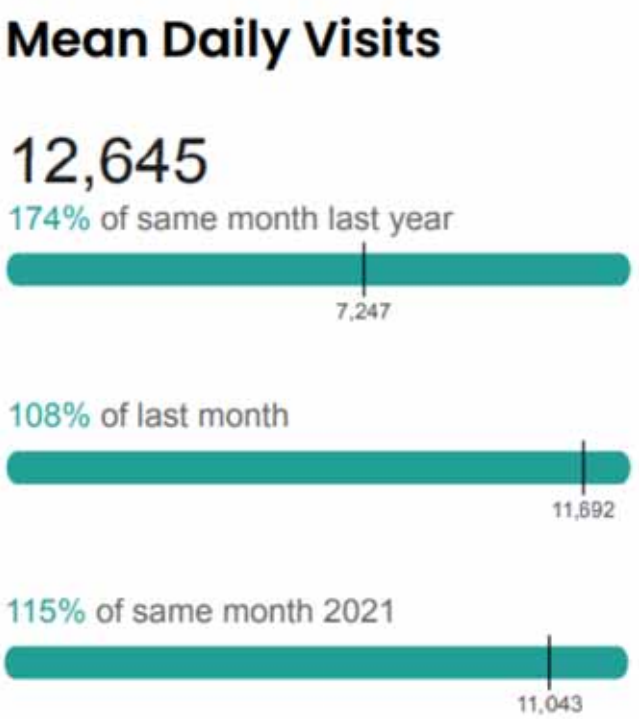
Q3 2023

- Footfall across Ripon is up 64% on the same quarter last year.
- Average footfall in Ripon is up by 4% on Q3 2022.
- Footfall compared to Q3 of 2021 is up 16%.
- The highest daily total is up 84% on Q3 of 2022 - This increase in the number of visitors comes due to more visitors on Mondays and Thursdays when compared with Q3 of 2022

Footfall KPIs

Sept 2023

- Footfall across Ripon City Centre is up 74% on Sept 2022.
- Average footfall in Ripon City Centre is up 8% on August 2023.
- Footfall compared to September of 2021 is up 15%.
- The highest daily total is up 34% on September of 2022 - This increase in the number of visitors comes due to more visitors on Saturdays with an 120% increase when compared with September of 2022.



Easy and attractive access, a welcoming and safe city

Wayfinding

- Major 12-month project to get the noticeboards in city centre refurbished and to have the finger posts repainted
- Bespoke inserts created for noticeboards with mapping, tourist information and events information
- Project running since November 2021 to install 5 new Ripon City boundary signs
- Walking maps to encourage visitor flow around the city

Easy and attractive access, a welcoming and safe city

Floral

- 18% increase in floral displays delivered at 17% reduction in cost vs 2022
- New bike planter on Coltsgate Hill

Additional Cleaning

- Weekly program of litter picking and sweeping unadopted areas has been increased by 50%
- Bespoke and rapid response cleaning offered to businesses
- Program of chewing gum removal added

Future Plans

2023-2024

Future Plans

Promotion & Events

- Continued investment in Ripon Theatre Festival
- Continued investment in seasonal trails and events
- Look for opportunities to bring new events to Ripon - including Hallowe'en event
- Continue efforts to gain national media coverage of Ripon
- Expand the reach of Visit Ripon website and retain No.1 Google rankings
- Food & beer tours to encourage visits and spend
- Christmas in Ripon brochure 2022 – raising funding through advertising for Ripon's Christmas lights. Distribution to +25k households in 2023

Future Plans

Easy & attractive access, welcoming & safe city

Cleaning and Greening

- Add to current and create new floral displays
- Expand and continue with deep cleaning program

Future Plans

Easy & attractive access, welcoming & safe city

Wayfinding

- Expand tourist information displays
- Continue with production and distribution of maps

Future Plans

Decrease business costs, support independents

- Seek to bring a banking hub to Ripon to allow businesses to access and deposit cash easily
- Invest in RadioLink scheme for businesses to reduce shop theft and antisocial behaviour
- Ensure all night-time economy businesses are offered RadioLink
- Investigate environmentally friendly recycling scheme for barbers and hairdressers waste products
- Continue to search for discounts for businesses
- Continue to support Totally Locally marketing campaign – with Totally Locally Christmas Passport & Late-Night Shopping event

Key achievements

Promoting Ripon - encouraging visitors and spend

Achieved through online presence, events, trails

Reinvigorate the events calendar

Achieved through live music, theatre festival, street parties

Easy & attractive access, welcoming & safe city

Achieved through new maps, tourist information, boundary signs, floral displays and cleaning

Decrease business costs, support independents

Achieve through trade waste discount, Totally Locally, Indie maps, newsletter advice and free marketing workshops

Financial Overview

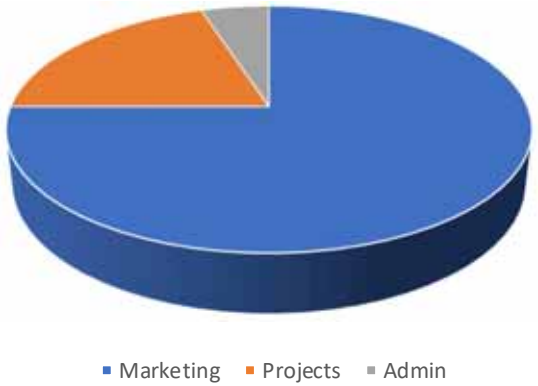
Stuart Baldwin

Ripon BID - Financial Summary to Aug 23		
Year to	Aug 23	Aug 22
Income	£k	£k
Levy	171	172
Grant	2	57
Other	4	1
Total Income	177	230
Costs	£k	£k
Running Costs		
Salaries / Consultancy	52	89
Other Expenses	17	19
Total Running Costs	**69**	**108**
Project Costs		
Website / IT / Social Media	6	19
Specific Events	53	33
Access & facilities	24	20
Business Support	10	3
Total Project Costs	**93**	**75**
Total Expenses	**162**	**183**

Breakdown of Resource

Lilla

Layla



Overall

The BID Team

Lilla's role is to ensure the BID objectives outlined in the business plan are delivered successfully. She reports to the voluntary BID Board on all of the BID's activity. Lilla is an experienced Place Manager and her particular expertise is delivering high street/destination improvement projects

BID MANAGER
Lilla Bathurst

Working part-time, Layla's role is to deliver communications for the BID with a particular focus on the online and digital channels. Layla has over 20 years' experience running consumer-facing marketing campaigns

COMMUNICATIONS EXECUTIVE
Layla Martin

Ripon BID

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