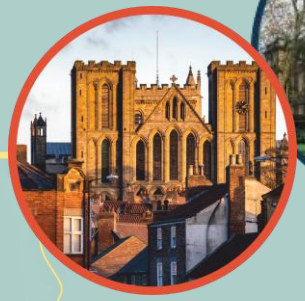
Ripon BID

2025-2026 Annual Review



Introduction from BID Chairman, Mark Lancaster

A new five-year term begins – a look back on 2025/26

- Visit Ripon – No1 spot on Google
- Seasonal trails and entertainment
- **New** 3 day traditional Christmas Market
- 3 Heritage signs replaced
- External funding & other income at **£49k**
- **+£1m** of investment brought into Ripon by Ripon BID and its members

New Term Ballot

Thank You!

You voted YES For Five More Years of investment

67% voted yes, 75% by RV

YES means all the projects and programmes outlined today continue

YES means a minimum of **£850,000** of investment in the BID area over the next five years

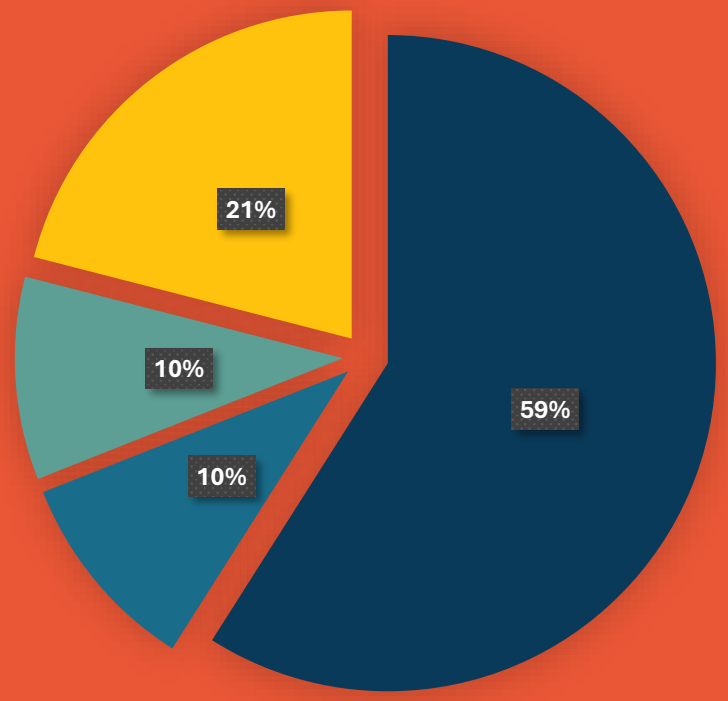
YES vote means we continue to access funding

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



+22% Increase in projected funding

Business Support

Social Media Training: 15 businesses

Premises Improvement Grants: +£6,562*

ShopWatch: 27 2-way radios funded

* Over life of scheme

Support for Ripon businesses:

Lobbying voice to MP on VAT and

Business rate reform

ProtectUK

Information source:

Martyn's Law

Available grants and training

Influential:

YNYCA, NYC, RCC

Support for events:

World Yoga Day

Pig Cup

St Wilfrid's Procession

Rejoicing in Ripon Blog

- New Blog – directed by the BID and written by Tim Flangan
- Business oriented stories
- Picked up by local media including ITV and BBC (c.60% of posts)

YOUR Harrogate

Realitea owner reflects on 12 years in Ripon

Darlington & Stockton Times

Former Ripon Gazette office joins Heritage Open Days

Harrogate Advertiser

People

Ripon detectorist uncovers new chapter in history of world famous tapestry after six years of research

Access and Facilities

Wayfinding:

- Walking Maps
- Indie Maps
- Noticeboards

Ripon Welcome:

- 3 new heritage signs

Floral:

- **80** hanging baskets
- **1** bike planter
- **17** Kirkgate planters
- **2,500** daffodils planted (**12,500** in total)
- **Gold** for Ripon in Bloom

Cleaning:

- **7200** pieces of chewing gum (**28,200** total) removed
- **156** alley cleans per year
- Alley weedkilling
- NYC lobbying

Tackling Vacant Units:

- **10%** rate vs 15%*
- Landlord, agent & tenant liaison

Marketing & Events

- Visit Ripon brand
- Website
- Social media
- **No.1** on Google
- Highlighting businesses
- Visit Ripon meetings

Digital Stats

- **57,000** web users
- **157,000** page views
- **439, 000** website event count
- **2.6m** Facebook views across Visit Ripon & Ripon BID
- **219,000** Instagram views
- **24.7k** content interactions across both social platforms

Trails

- **250** Hallowe'en participants
- **250** Easter participants
- **350** Summer participants

Entertainment & Events

- **+600** Heritage Open Days visitors
- **+350** Pumpkin patch participants
- **+45** Christmas market performance slots
- **3** Saturdays of extra entertainment

+13%
Increase in footfall

NEW 3 Day Christmas Market

- **20** wooden Christmas Huts
- **+45** Christmas market performance slots
- Footfall up **43.6%** on 2024
- **4** bespoke signs made to drive footfall to satellite streets

Footfall up
+43.6%

visit Ripon

GREAT YORKSHIRE SHOW

Brought to you by Ripon BID

Award winning

Major sponsor of Ripon Theatre Festival for 5th year

75%
Increase in Audience Numbers Since Inception

- Average footfall up **42%** (**33%**)
- Ticket sales up **13%** (**53%**)
- Audience up **20%** (**75%**)
- Professional performers up **15%** (**40%**)

13%
Increase in footfall YoY

Brought to you by Ripon BID

Production of the 2025 Christmas Guide

- **£7,900** invested in Ripon's Christmas Guide*
- **34,500** brochures (+72% increase)
- **£3,000** in advertising revenue to set against costs

* Not including manhours invested

72%
Increase in distribution

BID Financial Summary to August 2026

Year to	Aug 26	Aug 25	Aug 24	Aug 23	Aug 22
Income	£k	£k	£k	£k	£k
Levy	169	167	166	171	172
Grant	31	40	6	2	57
Other	18	5	10	4	1
Total Income	218	212	182	177	230

BID Financial Summary to August 2026

Year to	Aug 26	Aug 25	Aug 24	Aug 23	Aug 22
Costs	£k	£k	£k	£k	£k
Running Costs					
Salaries*/ Consultancy	40	28	20	20	69
Other Expenses	26	24	28	17	19
Total Running Costs	66	52	48	37	88
Project Costs					
Website / IT / Social Media	24	27	29	21	28
Specific Events	57	50	43	63	40
Access & facilities	59	74	34	29	23
Business Support	16	22	22	12	4
Total Project Costs	156	173	128	125	95
Total Expenses	222	225	176	162	183

Key Achievements

- Promoting Ripon – encouraging visitors and spend
- Reinvigorate the events calendar
- Easy & attractive access, welcoming & safe city
- Decrease business costs, support independents

What you get for your levy

- Presence on Visit Ripon
- Social media
- Floral displays
- Free training
- Seasonal events
- Free 2-way radio hire
- Christmas brochure
- Premises improvement grants
- Cleaning
- Trails & maps
- One-to-one support

Future Plans

- Pop-up **Pumpkin** Patch with Trail
- Spooky Windows / Window Wanderland
- Ripon's **Magical** Christmas Market
- Late-night shopping event
- Information point – nearly complete
- February Half-Term Pop-up Petting Zoo
- **New** Creative Streets Project
- A new **BCRP**
- Bespoke **Alice in Wonderland** AR Trail*
- Premises improvement **grants**
- Work with partners ongoing for a banking hub
- **Access** to High Street grant funding.
- Heritage Open Days 2027

The Ripon BID Board

Mark Lancaster – Chairman
Colour It In, Business & Digital

Rick Jones – Vice-Chairman
Valentino's & The Water Rat
F&B & Accommodation

Stephen Craggs
G Craggs Ltd
Retail

Stuart Baldwin
Abacus Accountants
Banking & Finance

Rebecca Layton
The Old Deanery
Tourism & Accommodation

Justin Scully
National Trust
Attractions & Tourism

Megan Green
Green & Co. Salon
Hair & Beauty, Environment

Andrew Williams
Ripon City Council &
North Yorkshire Council