Ripon BID

Funded by the Ripon city region businesses

APRIL 2024 NEWSLETTER

Vacant Shops Academy

Ripon has recently seen its high street offer become more enhanced with new store openings taking place across the city. To build on this momentum and also tackle the remaining empty units, we have started working with the Vacant Shops Academy. By taking this innovative but proven approach, we are looking to reduce empty shop numbers and improve the mix of uses in our city centre.

Having secured full funding from York & North Yorkshire Combined Authority we are looking to use the project to deliver the following:

- Help reduce the number of vacant units
- Improve the mix of businesses
- Tackle the negative impact on the look and perception that empty units can have

The project is due to commence in the coming weeks and we look forward to updating you shortly as the initiative gathers pace.

Growth Hub - Free Business Support

Did you know that your business may be eligible from FREE business support York & North Yorkshire Growth Hub?

Adrian O'Neill is Ripon's dedicated skills specialist at the York & North Yorkshire Growth Hub and he focuses on helping North Yorkshire businesses build a skilled and engaged workforce through 1-1 support on email, over the phone and in person. From workforce development to recruitment and leadership and management training, Adrian is available to address your needs. He is committed to bridging skills gaps, providing effective solutions, and connecting you with the right training providers to establish long-term skills development plans. Whether it's navigating apprenticeships or simplifying opportunities, Adrian is available to help guide you.

As part of the Growth Hub team, Adrian can also direct you to specific support services, including grants for manufacturers, net zero initiatives, and collaborations with local colleges.

Get in touch at adrian.oneill@ynygrowthhub.com or head to their website to find out more www.ynygrowthhub.com

Hanging Baskets

We are currently in the final stages of finalising the plans for this year's hanging basket programme. The hanging baskets that we provide are FREE for BID members and are always extremely popular.

If you would like one, please let us know so that we make sure you get one as soon as they are ready to be distributed. They will be allocated on a first come, first served basis so please confirm if you would like a basket and that you have a suitable heavy-duty bracket by emailing info@riponbid.co.uk.

If you are not a BID member, baskets will be subject to a charge. With so many events - and hopefully visitors - to our lovely city this summer, the hanging baskets are a welcome addition to making Ripon look both vibrant and welcoming.

Ripon Events Calendar

Ripon really is a hub for live events, from music to comedy, theatre and so much more. Working with Ripon resident Tim Tribe, we are continuing work on creating a one stop shop for all live events across the Ripon region via the events listings on our website. If you have a live event coming up, please make use of this free resource and submit the details via this link https://tinyurl.com/4vwc77fx.

The events pages on the Visit Ripon website are consistently extremely high ranking on Google and we want BID members to be able to capitalise on that. We want to ensure that all BID businesses have access to this resource to promote their events to as many potential customers as possible.

Please see **www.visitripon.co.uk/events** to see what's on - you can also submit your events via the website.

Ripon BID Contact Details:
info@riponbid.co.uk · 01765 530 910 · **www.riponbid.co.uk**

Printed on 100% recyclable FSC certified paper
Designed & Printed in Ripon by Colour It In

Don't forget to follow us: **@visitripon @RiponBID** **@visitriponyorkshire** **Ripon BID**

Egg-cellent Easter in Ripon

Thank you to all the businesses who took part in the Visit Ripon / Ripon BID Giant Egg Hunt which ran throughout the Easter holidays from 23rd March until 7th April and worked towards our aim to encourage visitor movement around BID businesses. The hunt was very well received with over 280 trail sheets returned. The Easter Egg Hunt was supported by two FREE crafting sessions and an opportunity to meet the Easter Bunny at the Workhouse Museum on the 26th & 28th of March. Thank you to Ripon Museums for hosting the events, it was really enjoyed by all. By running the trail and the Easter craft sessions the aim was to encourage families to visit as many BID businesses as possible.

A big thank you to Jennyruth Workshops who not only created all the eggs on display but also provided some last minute egg-stras due to the popularity of the campaign and the increased number of businesses taking part.

Online Promotional Opportunities

If you would like to highlight your business on our website or social media channels we always welcome suitable content from BID businesses. The offers page on our website is also the perfect place to promote your latest promotion or product you'd like to highlight. We have put together a content calendar as detailed below which may be of help but if you are Ripon BID business and you'd like support with any type of promotion please let us know. We would also like to share any news or press releases from your business - please do share these as well.

April - Restaurants, Cafés & Bars & Accommodation

May/June - Hair & Beauty & Retail - clothing

July - All sectors including attractions - summer content

August - All sectors including attractions - summer content. Plus Motor Trade & Back to School

September - Homewares, Home furnishings & Gifts

October - All sectors - Halloween & half term content

Nov/Dec - All sectors Xmas content - Restaurants, Bars, Cafés to also submit Xmas menus for Visit Ripon Xmas page

All information can be sent to info@riponbid.co.uk / comms@riponbid.co.uk

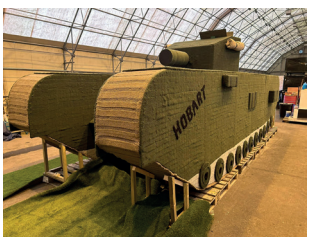
Hair Recycling Scheme Update

As part of our aim to offer value to our levy paying businesses we have piloted a hair, foil & chemical recycling programme to support Ripon hairdressers. The Green Salon Collective (GSC) provides zero-to-landfill salon recycling solutions, helping the planet by diverting easily recyclable salon waste materials that are currently being sent to landfill.

Sherrie Hunt from Serenity said *"We love the GSC recycling scheme funded by Ripon BID. We have found it really easy to use and are very happy to be doing our bit for the planet. We will definitely be continuing with the scheme and are happy to talk to any other salons who would be interested in joining"*.

For more information and to discuss this scheme further please message; manager@riponbid.co.uk or contact one of the 6 salons and barbers currently taking part: Saks, Green & Co., Fadezone, Nine Hairdressing, Westwoods and Serenity Hair.

"Implementing the Green Salon Collective with the help of Ripon BID has been a really positive step for us as a business, as well as for the planet. Sourcing a scheme that aligns with our ethos and values is a fantastic development for us. We hope that not just other salons in Ripon, but other businesses in Ripon look to assess their sustainability efforts and get on board with making Ripon one of the Greenest cities in the UK" Commented Megan Green owner of Green & Co on North Street.



D-Day Commemorations

To celebrate the 80th anniversary of D-Day & 75th anniversary of the Royal Engineers getting the Freedom of the City, the wonderful team at Ripon Community Poppy Project have created a full sized knitted tank to mark the occasion.

Ripon BID is proud to support this project and the fabulous work Ripon Community Poppy Project does. The project has already garnered a huge amount of national press, firmly putting Ripon on the map as a destination.

The tank will be available to view at various locations across the Ripon region with the official launch taking place at The Ripon Inn at 11am on April 30th.

A special concert organised by Ripon Community Poppy Project is taking place at Ripon Cathedral on the 6th of June.

Visit the website at https://visitripon.co.uk/event/d-day-80th-anniversary-commemoration-full-sized-knitted-churchill-avre-tank-3/ for more information

Don't forget to follow us: **@visitripon @RiponBID** **@visitriponyorkshire** **Ripon BID**