Ripon BID

Funded by the Ripon city region businesses

AUGUST 2025 NEWSLETTER

Pop-Up Pumpkin Patch & Trail

A Free, Family-Friendly Event – Limited Business Spots Available!

This October Half Term, Ripon is turning pumpkin orange with a FREE trail and a stunning Pop-Up Pumpkin Patch in the city centre – and your business can be part of it! This is a partnership project brought to you by Ripon BID and Visit North Yorkshire. The patch will be open on 30th and 31st of October with the trail running until 31st October. Pumpkin pickers need to have completed a 10 stop trail before picking their pumpkin.

Highlights Include:

- A 12m x 8m astroturfed pumpkin patch with 200+ pumpkins
- Photo opportunity, face-in-the-hole board & spooky (not scary!) decor
- Scavenger hunt, colouring sheets, children's wheelbarrows & live scarecrow character
- Window clings for trail stops – guide visitors right to your door!
- It's Instagrammable, memory-making fun that brings families into Ripon - and into your business.
- Free to join
- Limited trail spots available
- Email info@riponbid.co.uk now to reserve your place on the trail!

Christmas Brochure Advertising Opportunity

Ripon BID will again be producing the Christmas in Ripon brochure for the 4th year running. Last year the brochure was distributed to 30,000 households and businesses in the Ripon and surrounding areas including expansion along the 36 bus route and up into the Thirsk region. The aim of the brochure is to encourage as many visitors to Ripon as possible and all advertising revenue generated will go into expanding the brochure's reach. Ripon BID has taken on the design, print, production and delivery costs as well as the collation of the brochure to support Ripon City Council and all BID businesses during what we hope will be a busy trading period. Any businesses wishing to secure a paid for advertising space within the brochure can contact comms@riponbid.co.uk for more details. Ripon BID businesses* will receive a 20% discount on the rate card.

*this offer does not apply to voluntary members

Latest Stats from AR Trail

In the first 10 days 724 players have tried our Augmented Reality trail – it has been great to see the excitement of people trying something new to Ripon. You can even move the characters from the businesses with the QR codes to other spots in Ripon!! Full data on number of people participating will be available after 31st August. Please do drop in to the Ripon BID office if you would like some trail sheets to encourage as many participants as possible to explore our city.

Spa Gardens Lighting Project

Ripon BID were very happy to have been part of this funded project - what a fabulous job local firm FusionLX Ltd has done in erecting festoon lighting in Spa Gardens to add to the ambience, increase use of the gardens and reduce anti-social behaviour.

Thank you to all involved:

Ripon Together, North Yorkshire Council, North Yorkshire Police, Cllrs Andrew Williams and Barbara Brodigan, and Jane Aksut from Café in the Park.

Ripon BID used funding from the PFCC (York and North Yorkshire Combined Authority) to contribute to the work.

Go to visitripon.substack.com to sign up to our visitor newsletter which contains news, events and more!

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

Last 2 Super Summer Saturdays

Alongside our Alebrije Summer trail, Ripon BID are also hosting a series of Super Summer Saturday free events in Spa Gardens with the last two being held on :

- Saturday 23rd August
- Saturday 30th August

Expect giant bubble performers, great street entertainment and a super summer atmosphere.

Don't forget to share our social media posts on these events and perhaps add details of any of your products which would fit with an afternoon of fun in Spa Gardens.

Digital radio success for Visit Ripon

Through Bauer Media we ran a targeted digital marketing campaign showcasing Ripon during March and April 2025.

These 40 second ads had more than 187k unique listens over our targeted area (A1 corridor between North Leeds/Wetherby and Durham).

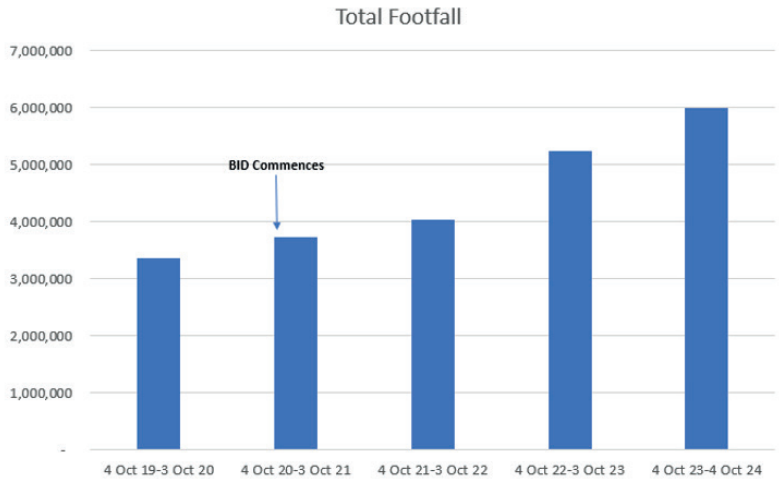
	Visitor Share	Visitor Share	GHR unique listens	Visitor Share
Postcode	Jan-Feb	**Mar-Apr**	**Mar-Apr**	May-Jun
DL	0.17	**21.84**	**140,054**	0.11
DH	0.00	**2.06**	**28,179**	0.00
LS	0.06	**3.74**	**13,826**	0.07

Looking at the Bauer Media data and comparing with our Huq footfall data including for the periods either side of the campaign we saw a marked uptick in visitors from the areas where we had the most listens during the life of the campaign. This will inform our marketing strategy and ensure that we continue to target these areas.

The project was funded by UKSPF via the York & North Yorkshire Combined Authority.

Footfall

48.2% rise in footfall over life of BID and 60.5% rise in footfall from year prior to the BID



May saw a robust increase in footfall across Ripon, marking a significant uplift in city centre vitality.

The average weekly footfall reached 122,542, a 26.6% increase compared to the year-to-date average of 96,802 and a 60.5% increase from April 2025.

Over the life of the BID we have seen steady growth in footfall numbers with a 48.2% rise in footfall from October 2021 to date and a 60.5% rise from October 2020.

Please do communicate to us if you are seeing this rise in footfall translate into sales for your business.

People Make Places!

It's people at the heart of Ripon who really make our wonderful city come alive. We would love to feature you and your business on our social media People Make Places campaign.

It's easy to take part; just register your interest by emailing info@riponbid.co.uk, we will then send you a set of questions to answer such as why your business is special, what you love about working in Ripon and what other businesses you would recommend.

Once answered we will pop by and take some promotional photos and that's it we will do the rest!

Go to visitripon.substack.com to sign up to our visitor newsletter which contains news, events and more!

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