Ripon BID

Funded by the Ripon city region businesses

NOV / DEC 2024 NEWSLETTER

Late Night Shopping Returns on 28th November

Everything is looking fantastic for the late night shopping event taking place on Thursday 28th November. Last year Ripon BID supported a late night shopping event with PR, social media and radio awareness.

We are looking to do this again this year city wide and will be providing marketing support. The wonderful AFO choir will be opening the event in the Market Square & the 28th of November will also be the last date for shoppers to get their 13 Days of Christmas passports stamped. Don't forget to push the Christmas passports on your social media and to your customers too.

We hope as many businesses as possible will work together to deliver a bright and busy Ripon retail event. Please email manager@riponbid.co.uk to register your interest and to promote your business on the Visit Ripon website and across our social media.

The Giant Snow Globe is Back! - 13th, 14th & 15th of December

Along with our Christmas brochure, Ripon BID are also bringing the giant snow globe back for 2024. The snow globe will be in the Market Square on Friday 13th, Saturday 14th & Sunday 15th of December between 1pm - 7pm.

We are inviting businesses to submit their promotional offers that we can feature on our Christmas page and include with the promotion of this event (eg: a complimentary mince pie with hot drink purchases).

The snow globe will be in situ the same weekend as Winter Wonderland and we would like to use the opportunity of increased footfall in the city centre to promote as many BID businesses as possible via our offers page and social media. Please contact comms@riponbid.co.uk with your details.

Market Square Resurfacing

Ripon BID has worked closely with North Yorkshire Council to ensure that we do everything we can to mitigate the drop in footfall caused by these works. We successfully lobbied for ½ hour free car parking in the Market Square during the whole of November and December.

We have produced banners to aid pedestrian flow, lobbied for the dust sheeting to be removed as quickly as possible and lobbied for less misleading road signage. We also commissioned an outside broadcast from Your Harrogate radio over half term and have another planned for mid December, alongside our social media and website posts highlighting that Ripon is open for business.

We have asked for a meeting with North Yorkshire Council to discuss the next phase of the work and how things can be improved as much as possible. The next public drop in session with Highways will be announced shortly and we will let you know the details as soon as we receive them. Please go along and give your opinion on the next stage of work and how traffic can be improved and managed.

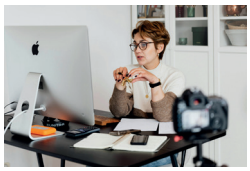
Ripon at Christmas Brochure & Events Guide - Out Now!

Our Ripon at Christmas 2024 events guide brochure is out there, having been delivered via Royal Mail to over 30,000 residential addresses across the Ripon region which is a 34% increase on the previous year. Copies will also be available from the BID office at No 8 Westgate and at selected businesses across the city too. The expansion along the 36 bus route into Killinghall and up into the Thirsk region should encourage more visitors from these areas to visit Ripon.

A huge thanks to advert supporters The Harrogate Bus Company, Specsavers, Grantley Hall, Alistair W Baldwin Associates, Davis & Lund, The Little Ripon Bookshop, Sterne Properties, The Inn at South Stainley, Your Harrogate, Ripon Museums and The Old Deanery. £5k in advertising revenue was generated via the brochure project and this has been paid to Ripon City Council as a contribution to the ever increasing costs of Christmas lights.

Ripon BID have taken on the design, print, production and delivery costs as well as the collation of the brochure to further support Ripon City Council and all BID businesses during what we hope will be a busy trading period. Any BID businesses wishing to register their interest in advertising in the 2025 Christmas guide can do so by emailing manager@riponbid.co.uk.

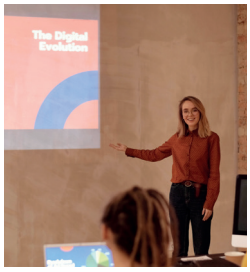
Don't forget to follow us: **@visitripon @RiponBID** **@visitriponyorkshire** **Ripon BID**



Upcoming Training Dates for your diary

With funding from the UKSPF and in partnership with the Federation of Small Businesses we have the following FREE training sessions coming to Ripon. We expect these sessions to be popular so don't delay & book your place today!

Places will be limited on the in-person sessions and will be allocated on a first come, first served basis :



· 27th Nov 2024 12pm-1pm. **Problem solving: think like a consultant**. Online Webinar from Google Digital Garage

· 4th Dec 2024 12pm-1pm. **Grow your business brand - Google Digital Garage**. Online Webinar from Google Digital Garage

· 8th Jan 2025 2pm-3:30pm. **Setting social media objectives for 2025**. Online Webinar by Caroline Wilson

· 16th Jan 2025 10am-11:30am. **Ripon Masterclass - Social media content plan 90 day plan in 90 minutes**. In Person Masterclass by Caroline Wilson. The Workhouse Museum

· 23rd Jan 2025 9:30am-2:30pm. **Get your business visible on google , Leadership in the digital age, Tell stories with data visualisation, AI & marketing strategy**. In Person Google Digital Garage Masterclass. The Arts Hub

This project is funded by the UK government through the UK Shared Prosperity Fund administered through North Yorkshire Council. The UK Shared Prosperity Fund provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and places, supporting local business, people and skills.

For more information please visit www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

Welcome News - £200 Shop Theft Threshold to be Scrapped

The government have recently announced that the £200 shop theft threshold is being scrapped meaning no shop theft can any longer be judged a petty offence. Hopefully this will lead to harsher sentencing, particularly on repeat culprits.

Welcoming the announcement, USDAW (Union of Shop, Distributive and Allied Worker) General Secretary Paddy Lillis said:

"We now look forward to much needed protection of shop workers. It is increasingly common for retail stores to be targeted by organised crime gangs stealing to order. This is in no way a victimless crime, with weapons and violence used to ensure these criminals are not stopped. Having to deal with repeated and persistent offences can cause issues beyond the theft itself like anxiety, fear and physical harm to retail workers."

The full announcement can be found here: https://www.grocerygazette.co.uk/2024/11/12/government-axe-shoplifting-200

FREE First Aid Training

Ripon BID is delighted to be able to offer 8 days of FREE First Aid Training to Ripon Businesses

With funding from UK Shared Prosperity Fund, administered through North Yorkshire Council, Ripon BID can offer this free training which, upon successful completion and the passing of a small multiple choice test paper, results in a Level 3 in Emergency First Aid at Work qualification, valid for 3 years (Qualsafe accreditation/fully certified). See https://visitripon.co.uk/bid-news/free-first-aid-training/

You do not need to be a BID business to take advantage of this so book your place today!

A message from Richard Compton, Chairman of Ripon BID

What a busy year the team has had in 2023/2024! Funded by the Ripon city region businesses In accordance with our 2021-2026 business plan, marketing Ripon through the "Visit Ripon" brand has remained our largest piece of work. This continues to show dividends with national media coverage alongside our work with local news outlets.

Holding the No.1 spot on Google for "Visit Ripon" is a key achievement and the team strives hard to "bang the drum" for our unique city in an ever more competitive market. Without "Visit Ripon" we risk having no significant destination presence both online and off.

Business support has been a focus this year with the addition of 17 more shopwatch radios, premises improvement grants and gaining funding for anti-social behaviour measures to name but a few projects. The BID continues to add to its floral displays and we are proud to have partnered with Ripon in Bloom who successfully won a Silver Gilt at this year's Yorkshire in Bloom. Cleaning of unadopted areas has also been a priority along with tackling vacant units.

As we enter our fourth year of operations we will continue to further develop the unique Ripon City region as a great destination for tourism, culture, creativity, innovation and business.

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

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