Evaluation

A media driven project to encourage visitors

DOG FRIENDLY RIPON

Dog Friendly Ripon

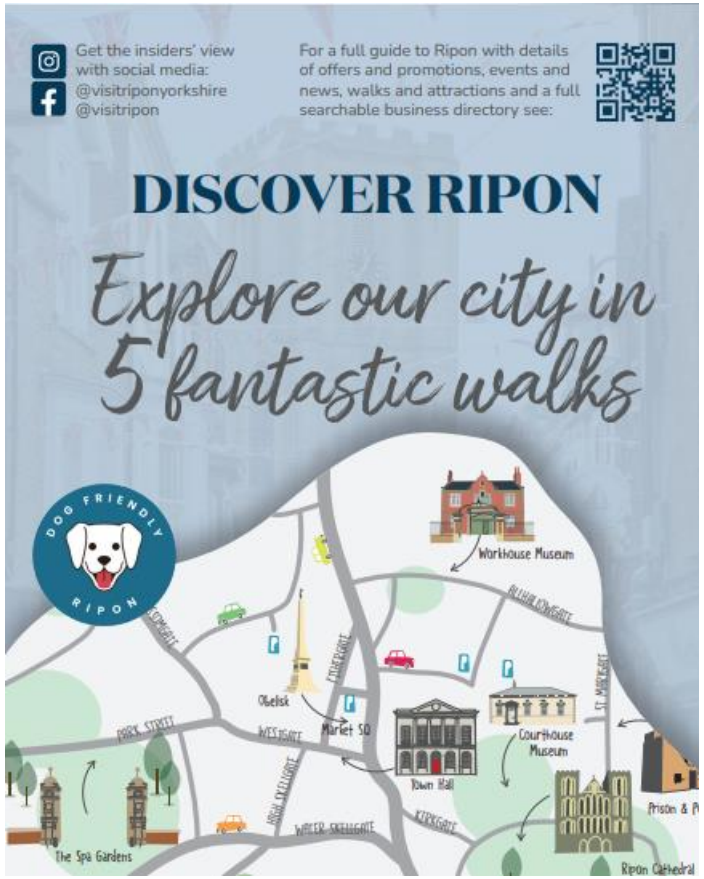
A digital marketing campaign supported by PR, point of sale and offline activity to capitalise on local's and visitor's love of dogs

Overview & Objectives:

- Create a Dog Friendly Ripon campaign
- Dog Friendly Ripon window decals for businesses
- All Dog Friendly businesses listed on website with ability to filter
- Campaign via social media, press and radio competition
- Create a Dog Friendly Video
- Tie in with the walking routes
- Campaign launch in January to coincide with healthy New Year
- Increase footfall
- Increase both local and tourist spend in Ripon City Region
- Support and hold events that benefit Ripon businesses

Tie in with Walking Routes

A project to encourage visitor movement via BID businesses



Key Facts

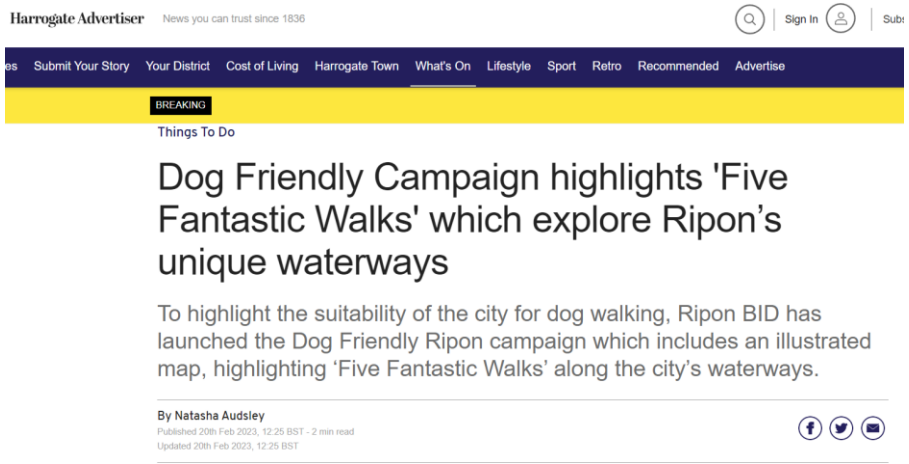
- Only Ripon business directory to list dog friendly businesses
- Bespoke video featuring Ripon businesses
- Campaign has seen other businesses focus on initiative such as creation of dog friendly menu
- Ability to highlight businesses on edge of BID area
- Greater interest in BID voluntary membership with 6 enquiries and 1 new voluntary member signed
- Greater awareness of Ripon via Your Harrogate radio campaign
- Total social media reach to date: +19.5k

PR Highlights

Harrogate Advertiser/Ripon Gazette

128k online users

23,800 Facebook followers



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BREAKING

Things To Do

Dog Friendly Campaign highlights 'Five Fantastic Walks' which explore Ripon's unique waterways

To highlight the suitability of the city for dog walking, Ripon BID has launched the Dog Friendly Ripon campaign which includes an illustrated map, highlighting 'Five Fantastic Walks' along the city's waterways.

By Natasha Audsley

Published 20th Feb 2023, 12:25 BST - 2 min read

Updated 20th Feb 2023, 12:25 BST

Winners revealed of Your Harrogate's dog-friendly photo competition with Ripon BID

By Ben Groom | February 16th, 2023 | Harrogate, News

Website set to display all dog-friendly businesses across Ripon

By Ben Groom | January 11th, 2023 | Harrogate, News

Ripon BID are set to launch 'Dog Friendly Ripon' later this month to display which businesses across the city are dog-friendly.

READ MORE

GALLERY: Best dog-friendly venues in Harrogate district feature as part of 'Dog Dates' competition

By Ben Groom | February 14th, 2023 | News, Ripon

Your Harrogate

Facebook reach (monthly average) 150k

Instagram (monthly average) 15k

Monthly radio listeners 30k

PR Highlights – Actual Reach

Your Harrogate

1,207 page views
89 entries
1,443 Instagram reel views
673 TikTok video views
931 Facebook video views
Facebook total reach - 50,548

Visit Ripon / Ripon BID

Facebook - 14,585 impressions, 13,382 reach & 1459 engagements
Instagram – 7202 impressions, 6179 reach & 537 engagements

Facebook.com
2.85 billion users worldwide

Instagram
1.62 billion users worldwide

TikTok
834m monthly users worldwide

Social Media Comments

Pottery Lane Farm & Barns · Following
5 d ·

What a wonderful video - depicting what a dog friendly city Ripon is.

Thank you Visit Ripon for #nationalwalkingmonth

#adventuresonfourpaws #DiscoverRipon #Yorkshire #theriponvibe #NorthYorkshire #Ripon #BestPlacesToGo #VisitEngland #VisitBritain #BestPlacestoVisit #VisitRipon #UKAttractions #visitriponyorkshire #dogs #dogsofinsta #dogfriendly #dogfriendlyuk

thegreenhouse_ripon
The GreenHouse, Ripon

thegreenhouse_ripon 🐶 DOG FRIENDLY🐶
We love welcoming dogs into The GreenHouse and there's plenty of space for sniffing and lounging ☺

Here's how we make the shop as welcoming as possible for pooches and their humans:
🐶 Fresh water by the door
🐶 Treatos behind the counter for good boys & girls
🐶Dog cuddling service - someone will happily hold the lead (= play with your dog) while you browse
🐶A moppable floor and pet-friendly cleaning products for little accidents 😳

Look out for these funky stickers around Ripon as so many of our shops, cafes and pubs are dog-friendly, a perfect day out with your furry friend 💝

Plant | Gifts | Refills | Coffee
Is your house a GreenHouse?

#dogfriendly #petswelcome #visitriponyorkshire #dogfriendlyripon #shoplocal

19 w

Liked by **olivers_pantry** and **26 others**
JANUARY 20

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What cuties it will be hard to pick a winner
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Louisa Millington he made the cut!!! 🥰🐱
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Paula McLean
Roseann Millington
Alan is a star ⭐
Like Reply 15 w

Louisa Millington
Roseann Millington did you enter this??? 🥰🥰🥰
Like Reply 15 w

its_elodierose We're coming to Ripon on Friday with 2 doggos, is there a list of dog friendly places? X
11 w 1 like Reply

Hide replies

visitriponyorkshire @its_elodierose Hi there! Great to hear you are coming to Ripon. If you head to our website (link is in our bio) & have a look under the Business Directory you will find a list of our dog friendly businesses there. You will also find some great walking routes on our website too under Visitor Info. We hope you have a great time!
11 w 1 like Reply

its_elodierose @visitriponyorkshire thanks so much! X
11 w 1 like Reply

Business Feedback

The maps are great and very popular; design is spot on, great feel to them.

It's nice to have the same, recognisable dog friendly stickers on so many businesses.
The video is good but don't know how much visitor traffic it's driven, no one's mentioned it specifically.

Had a few comments that Ripon seems really dog friendly and you can take them lots of places, so hopefully that's the result of more messaging, signposting etc.

Rebecca Crallan
The GreenHouse, Ripon

Dog Friendly Ripon has been of great benefit to us.

We are well and truly on the map as a dog friendly location – love the stickers.

Lou Jones
Oliver's Pantry