Ripon BID

Funded by the Ripon city region businesses

JANUARY 2024 NEWSLETTER

Recycling Scheme for Ripon Hairdressers

As part of our aim to offer value to our levy paying businesses we are introducing a green 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. GSC recycles hair in over 10 different ways, from helping to adsorb oil from waterways, be added into gardeners composting mixes, or if it's long enough, be donated to wig making charities. Did you know that foil can take up to 500 years to break down in landfill? GSC also recycles materials such as aluminium foil which is a commodity that can be recycled an infinite amount of times.

Our aim would be to get all 16 BID member salons onboard to join the scheme, with the BID investing in a starter kit for each salon. The starter kit contains collection bins, bags, marketing stickers, green fee structure and the first returns box. The GreenFee system (where businesses can charge either a mandatory or discretionary £1 "green tax") means that it is profitable for many businesses to take part. For example, if each returns box contains 400 clients' waste that could equal £400 in 'green tax' revenue. A second returns box costs £175 leaving businesses with a potential profit of £225. With the BID investing in the initial starter kit, businesses can try it out without risk and then potentially continue to run with the scheme themselves at a profit. For more information and to discuss this scheme further please message; manager@riponbid.co.uk

KA Anderson in Ripon also offers the opportunity to recycle cleaned aluminium foils and any profits received by them are added to a Ripon community fund.

Ripon Footfall Report

Very promising figures for the full year are now available with December 2023 seeing a 37% rise in daily footfall versus December 2022 and a 98% rise over 2021 with the maximum number of visitors in a day rising by 41% on 2022 and 188% on 2021. However, November proved to be a better month for footfall than December with December footfall being 77% of November's. This may be attributed to a change in seasonal shopping patterns brought on by the cost-of-living crisis and shoppers spreading out spend over the two months alongside the particularly wet weather and the late arrival of the school holidays.

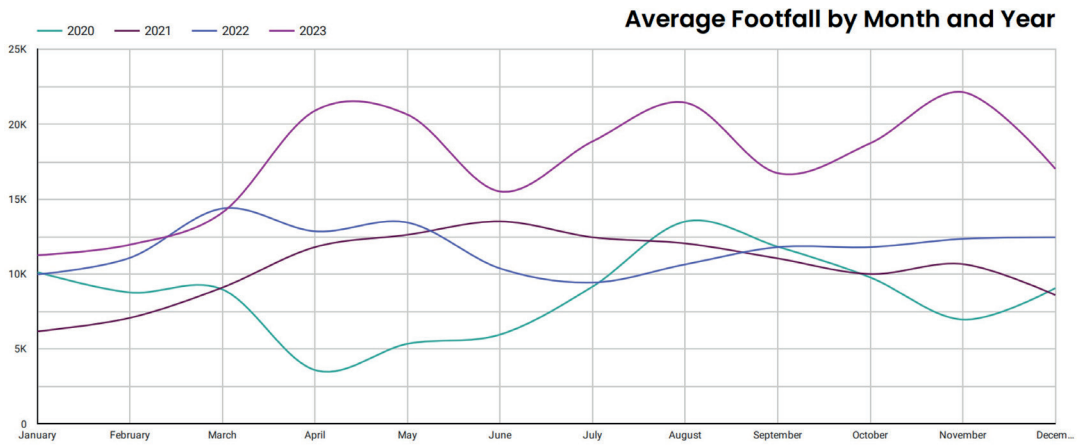
Focussing on the bigger picture Q4 2023 saw a 58% rise in footfall over Q4 2022 and a 63% rise over Q4 2021. Annually 2023 saw a 50% rise in footfall over 2022 and a 69% rise over 2021. Looking at the annual daily figures, Mondays see the 2nd highest footfall of the week up 84.5% on the previous year – a figure that might be useful to businesses considering looking at their opening hours. Detailed footfall figures for each weekday and the changes compared to 2023 can be found on the Annual Report.

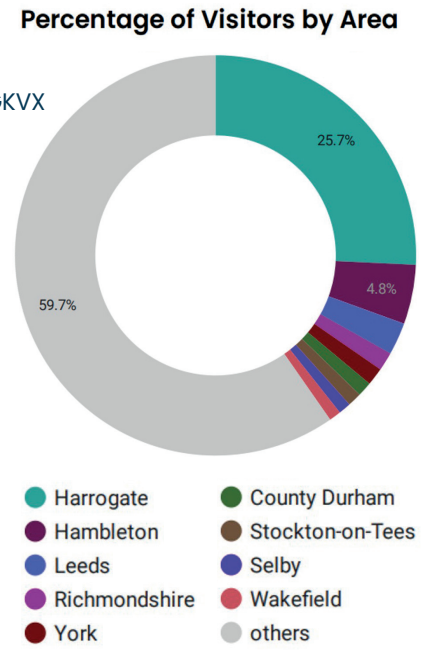
Looking at the percentage of visitors by area – 25.7% are from HG postcodes, 14.6% from the wider Yorkshire areas and County Durham and 59.7% from outside the area showing a good percentage of our visitors can be classed as tourism visitors. An interesting tourist trend from Moray in Scotland can be seen with visitors in July and August and again in January and December. This highlights the importance of our accommodation businesses including holiday lets, holiday parks and lodges as presumably these are visitors for summer holidays and Christmas/New Year.

These clear and easy to read Monthly, Quarterly and Annual footfall reports can be viewed at www.visitripon.co.uk/ripon-bid/documents

It is really important that we cross reference this data with your experiences in your businesses and hear whether these footfall trends have an impact. We have designed a short survey to enable us to understand better the correlation between footfall and spend in Ripon.

Please take two minutes to complete the survey here: https://www.surveymonkey.com/r/CFMGKVX





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Christmas Evaluation

The 2023 Christmas offering in Ripon was fantastic with superb lighting, a giant snow globe, late night shopping, lots of local events and more. Our full Christmas evaluation document can be found on our website at https://visitripon.co.uk/wp-content/uploads/Xmas-2023-Evaluation-2.pdf but some key points are detailed below:

- 26,000 Christmas brochures distributed to local households and selected tourist attractions with a 44% rise in number of brochures sent out – wider distribution into Thirsk, Hutton Conyers & Kirkby Malzeard area
- Festive video showcasing Ripon at Christmas launched on our website & social media channels and was very well received
- 2,000 Christmas passports printed and distributed. The passports were very well received on social media including coverage by Stray Ferret, Harrogate Advertiser & Your Harrogate. 50% of passports returned completed
- 34 businesses entered the 2023 Christmas window competition (32% rise vs 2022).

The giant snow globe received a great response on social media and from businesses and the public. Media coverage from Radio York including a live on-site interview. Other coverage was in Your Harrogate, Stray Ferret, Harrogate Advertiser and Visit Harrogate - with an estimated 600 people visiting.

If you have any Christmas feedback on how we can work towards a bigger & better festive season in 2024 please email info@riponbid.co.uk

Promotional Support from Ripon BID

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.

February	- Health & Fitness, Wellbeing, New Year/New You & Motor Trade
March	- All sectors - Easter content
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 info can be sent to info@riponbid.co.uk / comms@riponbid.co.uk

Radio Scheme Success

Ripon BID, North Yorkshire Council Safer Communities and Harrogate District Businesses Against Crime have been working together to help to increase security for Ripon traders. We are happy to say that the initial launch of the scheme has been a success with 29 businesses currently signed up with operational radios. The Apex 2-way RadioLink radios are connected directly to the CCTV control room. Use of the radio enables HDBAC to train CCTV cameras directly onto potential shop thieves, those causing anti-social behaviour or missing persons and is a direct link into the police presence in the control room. North Yorkshire Police have also agreed to carry the radios, where resources allow, which means a quicker in person response to any problems. North Yorkshire Council Safer Communities and Harrogate District Businesses Against Crime have also seen a 142% rise in membership since the scheme was launched which is great in terms of working together to help create a safer and more welcoming Ripon. We are looking to roll out more radios in the coming months so if any BID businesses would like any information about joining the scheme please get in touch.

Are you claiming your 75% retail, hospitality and leisure business rate relief?

This is NOT applied automatically & you must apply to receive your 75% discount for the 2023/2024 period. Please call us here at Ripon BID on 01765 530910 if you need help with your application. The relief applies to businesses that are occupied and used primarily for providing in-persons services in retail, hospitality and leisure sectors. Premises eligible for the relief are those used wholly or mainly as: Shops, restaurants, cafés, drinking establishments, cinema, live music venues, hotels, guest and boarding premises, self-catering accommodation, for assembly and leisure, such as sport and leisure facilities, tourist attractions, community halls and clubhouses.

Use this form to apply for the retail, hospitality and leisure business rate relief available since 1 April 2020. https://tinyurl.com/4mhcv5cn. You will need a My Harrogate Account to login.

How much relief is available? - eligible businesses can receive rate relief each year to a maximum cash cap of £110,000 per business.

The level of reduction available under the scheme:

- 1 April 2020 to 30 June 2021 100% discount
- 1 July 2021 to 31 March 2022 66% discount
- 1 April 2022 to 31 March 2023 50% discount
- 1 April 2023 to 31 March 2024 75% discount

Premises being used for the following will not be eligible:

- Financial services
- Medical services
- Professional services
- Post office sorting offices
- Properties that are not reasonably accessible to visiting members of the public

Further information on rate relief on the government website can be found here: https://tinyurl.com/38zuwnv8

Ripon BID Contact Details:
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Winter Events:

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

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