Ripon BID

Funded by the Ripon city region businesses

JANUARY 2025 NEWSLETTER

Ripon BID Networking Event - 28th January 2025

Join us at Valentino's on Tuesday 28th January 2025 at 6pm for a chance to recap 2024 and discuss plans for a successful 2025.

This is your opportunity to discuss what really matters to Ripon businesses and how we can work together to achieve our vision of a busier and brighter Ripon.

Please let us know of any items you wish to discuss and we can add those to the agenda.

Email the BID team via manager@riponbid.co.uk if you wish to attend.

Promote Your Business with Visit Ripon

If you would like to highlight your business on our website or social media channels we always welcome suitable content from BID businesses.

From events to offers, our Visit Ripon website and social media pages are a great resource for BID businesses to connect with customers.

- Please visit **tinyurl.com/3cy5ev6y** to submit an event
- Or visit **tinyurl.com/bdcnbfvk** to submit an offer or anything specific you would like to promote
- Or simply tag us in your social media promotion

We'd love to promote as many BID businesses as possible so please do get in touch!

Ripon HiStreet App Meeting - 4th & 5th of February 2025

Ripon HiStreet is a new app for all Ripon based businesses aimed at boosting our brilliant high street offering online. With the current Market Square roadworks in place, now is the ideal time to showcase all of Ripon's fantastic businesses. Full training and support will be given so join us to find out more on Tuesday 4th February at 8am or Wednesday 5th February at 6pm. Both meetings will take place at the Ripon BID office located at number 8 Westgate.

- Great new high street app bespoke to Ripon
- Free training & set up available to all businesses
- Connect with a greater audience

The meetings will serve as a great opportunity to meet the team involved who will be explaining all about the app and presenting how it will work and the benefits to all businesses involved.

To secure your place at either of the dates please email manager@riponbid.co.uk

FREE First Aid Training a Success

We have had great feedback from all businesses who signed up to take party in our FREE first aid training courses throughout January & February.

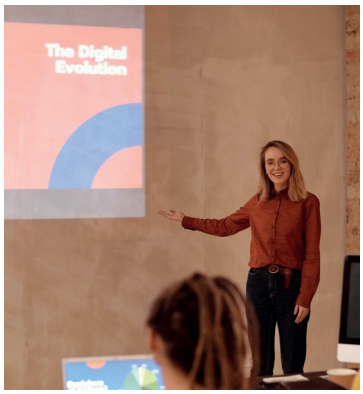
With funding from UK Shared Prosperity Fund, administered through North Yorkshire Council, Ripon BID were able to offer this free training to any Ripon based business and the uptake was fantastic.

Westwood's Barbers in the Arcade attended the course and commented *'We had an absolutely brilliant and really informative day provided and run by Hands on Heart Training and Ripon BID. Hopefully we'll never need to use anything we've learned, but it's always reassuring to have the knowledge'*

All remaining January & February dates are now sold out but keep your eyes peeled for more free training opportunities coming soon.

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**



FREE Training Sessions Available in Ripon

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:

23rd January 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.

5th March 2025 2pm-3:30pm
Ripon Masterclass - TikTok for starters.
In Person Masterclass by Caroline Wilson.
The Workhouse Museum.

11th March 2025 12pm-3pm
Ripon Masterclass - Practical smartphone video use for business owners.
In Person Masterclass by Ryan Mulhearn.
The Workhouse Museum.

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 place, supporting local business, and people and skills. For more information, visit https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

Ripon Footfall Results from November Show Mixed Results

The latest data for November 2024 indicates a slight change in visitor dynamics which is crucial for strategic planning and decision-making.

Despite the current trading conditions, the data shows an improvement in November footfall over the past two years. The average weekly footfall in November 2024 is higher than in November 2022 (62,551) and the peak daily footfall in November 2024 (26,840) is also higher than in November 2022 (24,072).

We are expecting the final December footfall figures and accompanying report to come through shortly which we will send out imminently.

For more information on our most recent footfall figures please head to: visitripon.co.uk/bid-news/november-2024-footfall-trends-in-ripon-show-mixed-results

FREE Growth Hub Webinars to Help You Boost Your Business in 2025

Join free business webinars for expert advice, insights and practical tips. Grow your business with online events from York & North Yorkshire Growth Hub. Delivered by Jo Tomlinson for the Growth Hub, please see details of up and coming webinars available to all BID Businesses detailed below :

Pricing for Profit
Thursday 16th January 10am-11:30am
https://ynygrowthhub.com/events/webinar-pricing-for-maximum-profit

Bookkeeping for Business Owners
Tuesday 21st January 10am-11:30am
https://ynygrowthhub.com/events/webinar-bookkeeping-for-business-owners

Owning a Business – an introduction to what you need to know
Thursday 30th January 10am-11:30am
https://ynygrowthhub.com/events/webinar-owning-a-business-an-introduction-to-what-you-need-to-know

Financial Management – do you know your numbers?
Tuesday 4th February 10am-11:30am
https://ynygrowthhub.com/events/webinar-financial-management-do-you-know-your-numbers

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