Ripon BID

Funded by the Ripon city region businesses

JANUARY 2026 NEWSLETTER

Register for Our Ripon BID Easter Trail

Our Ripon BID Easter trail is back for 2026! Our Amazing Animals Easter Trail will run from 28th March to the 12th of April and we would love your business to be part of it. This year's animal-themed trail will guide families around the city and we will be giving away three vouchers to family-friendly BID businesses as prizes. It is a great opportunity to attract new customers, increase footfall and showcase what your business has to offer.

If you are planning any Easter-themed products, displays or menu items please do let us know. We will help promote them as part of the trail to boost footfall and encourage spend during the school holidays. Let's make this Easter a busy and brilliant one for Ripon's businesses.

To register your interest please contact info@riponbid.co.uk no later than the 25th of February.

Stronger Together – Vote YES for Ripon's Future

Ripon BID began in 2021 and was voted in for a five-year term with a focus on enhancing marketing and promotion for the visitor economy and supporting local businesses. As we approach the end of our first term, the future of Ripon BID is now in your hands. Every five years, businesses vote on whether the BID should continue and this ballot gives you the opportunity to build on strong foundations and help shape the future of the Ripon City Region.

A YES vote will secure a further five years of activity and unlock over £900,000 of investment through levy income and additional funding. This investment supports marketing and events that drive footfall and spend, improvements to the look and feel of the city through cleaning, greening, and wayfinding and practical business support including training, savings initiatives and funded two-way radios.

A YES vote ensures this work continues.

What Happens if it is NO Vote?

If businesses choose to vote NO, Ripon BID will cease on 31st August 2026 and all current services, marketing and investment will stop. There is no replacement body to continue its work. The following will cease:

- ✗ No Visit Ripon branding, website or social media
- ✗ No purely Ripon-focused marketing or promotional campaigns
- ✗ No BID events, family activities or trails to drive footfall
- ✗ No major seasonal promotions
- ✗ No additional investment or lobbying for funding
- ✗ No funded 2-way radio system
- ✗ No lobbying to government on local business needs
- ✗ No support or training for businesses
- ✗ No liaison with North Yorkshire Council, York & North Yorkshire Combined Authority, Ripon City Council or North Yorkshire Police
- ✗ No single, united voice representing the Ripon City Region business community

All information is available at **www.riponbid.co.uk**

Read the Business Plan for 2026-2031 here **https://bit.ly/4aZNZWu**

visit Ripon

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**

Supporting the Campaign for Pubs

Ripon BID continues to support local pubs and hospitality businesses by lobbying Sir Julian Smith MP to ask the Government to reconsider the business rates system applied to hospitality, particularly pubs. Sir Julian has raised this issue in Prime Minister's Questions and has written directly to the Chancellor. The All-Party Parliamentary Beer Group has also written to the Chancellor and Sir Julian has signed the letter.

Support from Ripon pubs and their customers strengthens this message. CAMRA has provided a template letter which can be used to contact Sir Julian at julian.smith.mp@parliament.uk and can be found here: **https://tinyurl.com/ykewazne**.

We have also approached the Association for Town and City Management to request support in challenging the upcoming rate increases linked to new rateable values and the removal of 40% RHL relief. Using a real-world Ripon example, they confirmed they are already engaging with Treasury officials and will share our case. Ripon BID is committed to ensuring your voice is heard by those able to influence change.

Business Rates – Check, Challenge and Appeal

The Government has released further guidance on calculating base liability for business rates for the new tax year. This confirms that where Small Business Rate Relief or RHL relief applies, the base liability will start from the lowest possible figure, excluding transitional relief, which presents a more positive position than previously expected.

If you believe your new rateable value from 1 April is too high, details of the Check, Challenge and Appeal process are available at **https://www.gov.uk/government/collections/how-to-challenge-your-business-rates-valuation**. Additional guidance for pubs can be found at **https://tinyurl.com/y288bc5h** and **https://tinyurl.com/28wwsptx**.

Ripon BID can support you through this process – please get in touch via manager@riponbid.co.uk if you would like to discuss this further

Free Promotion for Businesses and Events

If your business attracts visitors, you can claim a free bronze listing on Visit North Yorkshire, the council's destination management website which has received 1.5 million views in its first year. If you are hosting an event such as a one-off promotion, tasting, tour, annual event or special late-night opening, you can also promote it for free on the website. Events must be uploaded at least seven days in advance. Use high-quality landscape images for best results and include a link to your website to benefit your SEO.

To add an event, simply go to **visitnorthyorkshire.com/contact** and click to submit a new event (you will need to create an account first).

Fully Funded Training Opportunities

Fully funded courses are now available via **www.wefindanylearner.com/book-online** or by calling 01226 958 888. Courses include Counselling Skills Level 2, Mental Health First Aid Level 2 and Understanding Autism Level 2, all designed to build skills, understanding and confidence to support wellbeing and inclusion in the workplace.

Help Shape the Future of Ripon's High Street

Medley Ripon is working on something exciting for Ripon and would love your input! Medley is applying for funding to create a permanent co-working business hub.

A welcoming place for focussed work, genuine connection and better workdays away from home. They want input from anyone that might use the business hub in Ripon.

Please can you fill in the survey below by the 27th January and you'll be entered into a draw to win a £25 voucher for The Green House Ripon: **http://bit.ly/49SUFom**

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