Ripon BID

Funded by the Ripon city region businesses

JULY & AUGUST 2024 NEWSLETTER

Summer Passport

Following on from the Totally Locally Christmas passport, we recently launched a new summer passport promotion to encourage people to support and shop at Ripon's local independent businesses.

The campaign has been well received since its launch & will continue to run for an 8 week period until the end of August. Passports were recently delivered with Review Ripon to thousands of households across the region and are also available to collect from participating businesses.

Taking on board feedback from the last passport campaign, the summer passport will require participants to collect 5 stamps from different participating indies. Each spend of £10 or more gets one stamp.

A prize draw to win a £50 voucher from a participating business will be drawn every 2 weeks. Any feedback regarding the campaign is welcomed and can be submitted by emailing info@riponbid.co.uk

Funding Success for Ripon

Ripon has been chosen by the Combined Authority to be one of four pilot centres for its Towns Boost Programme.

Ripon is set to receive significant funding to run a series of projects aimed at helping businesses funded from UKSPF.

Working with the York and North Yorkshire Combined Authority, the Federation of Small Businesses, BID and non-BID businesses, Ripon BID helped shape the "wish-list" of Town Boost projects for the panel to choose from.

Ripon BID has been chosen as the lead organisation for some of the projects which include enhanced digital mapping and a feasibility study for the provision of e-cargo bikes in Ripon.

The FSB has recently published the following report: https://www.fsb.org.uk/resource-report/the-future-of-the-high-street.html which talks about the challenges small businesses on our high streets face which also led to some of the advice from the FSB on which projects to put forward.

Meeting with The Mayor of York & North Yorkshire

Ripon BID has recently met with Mayor David Skaith. It was great to have another opportunity to meet with our new Mayor of York & North Yorkshire and fellow Y&NY colleagues in the same field. It was particularly interesting to see that the answers to the questions posed were aligned across many centres.

The worry over the proposed £15 minimum wage was raised as were business rates, the need for banking hubs and solutions to tackle empty units - which we are proud to say we are already addressing in Ripon with the combined authority funded The Vacant Shops Academy programme.

The Vacant Shops Academy approach is designed on a partnership model to embed the methodology in Ripon. The approach is easily transferable, so that, once learned, local placemaking teams can manage the process long term. Work has already started on the audit and we look forward to continuing to engage with businesses, agents, landlords and stakeholders.

Your invitation to the Ripon BID Annual Review

21st October 6pm - 8pm

at Ripon Arts Hub for the BID's Annual Review

The BID team will review their 3rd year of operation and present their plans for the 4th year. This is your opportunity to meet the BID team and the Board of Directors and give us your feedback and ideas.

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

Spooky Ripon - Halloween Pumpkin Hunt

Plans are coming together for this year's Ripon BID Pumpkin Hunt in partnership with The Arcade. We are inviting all BID businesses to take part by displaying a carved or decorated pumpkin - preferably in a Halloween themed window.

Sheets will be available detailing the locations of all participating pumpkins and all completed sheets will be entered into a prize draw.

People will be invited to vote for their favourite pumpkin and the business whose pumpkin is voted the winner will receive a £250 advertising spend with a local media partner.

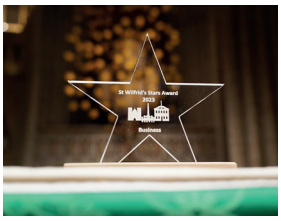
The Ripon Pumpkin Hunt will run between the 26th October - 3rd of November and entry is FREE. We hope the event will encourage footfall all around the city - especially during the half term break.

Christmas Brochure Advertising Opportunity

Ripon BID will again be producing the Christmas in Ripon brochure for the 3rd year running. Last year the brochure was distributed to 26,000 households and businesses in the Ripon and surrounding areas including expansion along the 36 bus route and up into the Thirsk region. The aim of the brochure is to encourage as many visitors to Ripon as possible and all advertising revenue generated is paid to Ripon City Council as a contribution to the ever increasing costs of Christmas lights. Ripon BID has taken on the design, print, production and delivery costs as well as the collation of the brochure further to support Ripon City Council and all BID businesses during what we hope will be a busy trading period. Any BID businesses wishing to secure a paid for advertising space within the brochure can contact comms@riponbid.co.uk for more details.

St Wilfrid's Stars

Ripon Together and Ripon Cathedral would like to recognise and thank the wonderful people of Ripon who do so much for our city and its people. Many are volunteers and do it because they care and they enjoy it. There are also many organisations vital to our life. Ripon Together and Ripon Cathedral want to display a star in the cathedral for every person or organisation nominated for their contribution to Ripon life. Visit tinyurl.com/345njsfs for more information & to nominate your local star.



Ripon in Bloom this Summer

Our BID team has been working hard to help Ripon bloom this Summer.

The Yorkshire in Bloom judging took place in July and we look forward to hearing the results. We welcome all your feedback so please let us know what you think of this year's displays.

Online Promotional Opportunities 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. 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.

September - Homewares, Home furnishings & Gifts
October - All sectors - Halloween & half term content
November / December - All sectors Xmas content - Restaurants, Bars, Cafés to also submit Xmas menus for Visit Ripon Xmas page
All information can be sent to info@riponbid.co.uk / comms@riponbid.co.uk

Power of 10 Young Person Sponsorship

Can you sponsor a young person? Ripon's Power of 10 Scheme is looking for local businesses to sponsor a young person's volunteering journey.

More details can be found here:

https://visitripon.co.uk/volunteer-news/can you-sponsor-a-young person

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

Ripon BID Contact Details:
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