Ripon BID

Funded by the Ripon city region businesses

JUNE 2024 NEWSLETTER

Vacant Shops Academy

To further enhance and support Ripon's retail sector, Ripon BID has received full funding from the York & North Yorkshire Combined Authority to engage The Vacant Shops Academy. The Vacant Shops Academy was founded in January 2022 by placemaking specialist, Iain Nicholson, to offer an innovative but proven approach to driving down the number of high street vacant units - a key metric and high-profile measure of attitudes to place. Although agents, landlords and businesses do the majority of the work on lettings, there is an important role alongside to 'audit, engage, encourage, promote'. 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.

The project will:

· help reduce the number of vacant units

· improve the mix of businesses

· tackle the negative impact on the look and perception of a place that empty units can have

It will give us:

· a better understanding of the story behind our headline vacancy rate

· improved dialogue with stakeholders, and

· a clearer guide to the policies, projects and possibly incentives Ripon needs to unlock the barriers to letting and improve this key metric

Work has already started on the audit and we look forward to engaging with businesses, agents, landlords and stakeholders shortly.

Image: Zoe Campbell Photography

Ripon BID Premises Front Improvement Grant Scheme

Ripon BID Premises Front Improvement Grant Scheme is intended to improve the street facing appearance of Ripon BID levy payers* premises and will work hand-in-hand with The Vacant Shops Academy.

· The scheme has a fund total of £15,000.

· The Match Funded Grants are available to improve the appearance of your premises at 50% of the overall cost of works up to a maximum of £750 whichever is lower.

· Grants are available for ground floor frontage works only.

Please review our Terms & Conditions before submitting your Application Form.

To apply for the scheme please complete the Application Form and send all supporting documents to manager@riponbid.co.uk. Alternatively you can send a hard copy to our office at Ripon BID, 8 Westgate, Ripon HG4 2AT. All applications need to be accompanied by a quote from a contractor within the BID area (see map) along with details of paint colours to be used and any details of any other changes or works to be carried out together with a current photograph of the premises frontage. All applications need to be approved by the BID Grant Panel by way of a Letter of Approval. Grants will be allocated on a first come first served basis and paid to you (not your contractor) once you have provided us with their final invoice. If you have recently undertaken similar work since 1st May please contact us to discuss.

*The scheme is not open to voluntary BID members

Greaves Court – Anti Social Behaviour Measures

Following feedback, Ripon BID applied for and received full funding from the Police, Fire & Crime Commissioner to undertake a project to reduce anti-social behaviour occurring in Greaves Court after dark. The project, which has the backing of North Yorkshire Police, North Yorkshire Council's Safer Communities Team and neighbouring businesses and landlords, involved designing, obtaining relevant planning and conservation permissions and finally fitting, a custom-made gate to the Market Square entrance to Greaves Court where the majority of those engaging in anti-social behaviour enter from. Greaves Court will be accessible during daylight hours with a pin-code needed for access after dark. It is hoped that this will be enough of a deterrent to significantly reduce the issues which have impacted BID businesses.

Ripon BID Contact Details:
info@riponbid.co.uk · 01765 530 910 · **www.riponbid.co.uk**

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White Rabbit Trail for Summer Holidays

After the success of last year's summer trail and recent Easter trail, we are happy to announce our White Rabbit trail which will run throughout the Summer holidays. The trail will encourage families to visit Ripon and move around the City, taking in both our brilliant businesses and amazing attractions. To maximise BID businesses involvement in the trail, we would love to highlight your in-store promotions, stock items or perhaps you would like to add your own in-house competition to bespoke to your business? If you are interested and would like your business to take part, please send an email to manager@riponbid.co.uk by the 3rd of June so we can finalise the map and make sure you are included in all the promotional activity.

Photo: Jack & Charlotte Churchill with the knitted tank.

D-Day Concert & Celebrations

At 8:20pm on Thursday 6th June Soldiers from 21 Engineer Regiment of the Royal Engineers formed a guard of honour to greet attendees at the D-Day anniversary concert at Ripon Cathedral organised by the Ripon Community Poppy Project. The event also marked the 75th anniversary of the regiment being granted freedom of the city of Ripon. The Poppy Project's full-size replica Churchill AVRE knitted tank was on display outside the Cathedral. At Ripon BID's invitation, guest of honour Jack Churchill, OBE, the great-grandson of Sir Winston Churchill read his ancestor's famous "On the beaches" speech and the packed 500 plus strong audience was treated to a spectacle of music from the Ripon City Band (conducted by Mark Sidwell), the Duchy Belles, Dishforth Military Wives Choir and Charlotte Potter. Jack Churchill lit the beacon outside the Cathedral as part of the national beacon lighting and this was live streamed into the Cathedral by KTV. The stream was funded by Ripon BID as part of its support of Ripon Community Poppy Project. The D-Day celebrations were widely covered by both BBC Look North and ITV Calendar who both showcased what a wonderful community spirit we have in Ripon.

Celebrations continued with Ripon's Indie businesses putting on a street food and music event on Friday evening on the Market Square and Kirkgate. The Royal Engineers exercised their Freedom of the City with displays on the Market Square on Saturday followed by Ripon City Council's live music event on Saturday night. Sunday saw 21 Engineers on parade as part of the mayor-making service which saw a fantastic end to a truly memorable weekend for Ripon.

Social Media & Digital Marketing Training

Would you or one of your team be interested in learning more about social media and digital marketing? Ripon has been highlighted as a potential area to host a course which will be 90 - 100% funded by York & North Yorkshire Combined Authority through the Dfe Skills Bootcamp programme. In order to secure the funding and the course we need to demonstrate that there is sufficient funding interest from local businesses. The course will consist of face to face training on set days in August and September.

It's a practical and hands-on course so expect to get stuck in and the training will cover the following areas :

- Strategy
- Social Media
- Blogs
- Email Campaigns
- Google my Business
- Using AI for Business
- Canva
- Video content and so much more!

If you would like more info or to be considered for a place please click here to register your details. We need a min of 15 people interested in order for it to take place in Ripon and funding is in place via York & North Yorkshire LEP to help you take part in this program.

If you want to see greater results from your online activities and to feel more confident using a range of tools then don't miss out on this opportunity. We will need to hear from you by Friday 28th June.

Seasonal Marketing Calendar

To help businesses plan their seasonal marketing we have produced a useful downloadable marketing calendar which we hope will help businesses as we move through the year.

The calendar features dates such as the Ripon Theatre Festival, North Yorkshire school holiday and other selected days such as Mother's Day and National Pie Week.

We would encourage businesses to tailor this calendar to their exact needs - for example if you are an F&B business you might want to add in National Cake Day or if relevant you might want to celebrate National Pet Month - we will leave it up to you to customise your version!

Download the calendar from our website https://visitripon.co.uk/ripon-bid/documents/

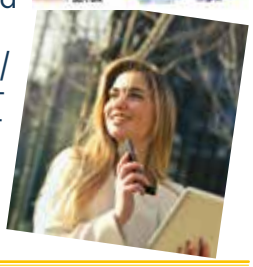
Power of 10 Young Person Sponsorship

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.

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