Ripon BID

Funded by the Ripon city region businesses

JUNE 2025 NEWSLETTER

Get that Festival Feeling! Ripon Theatre Festival 1st- 6th July

The Ripon Theatre Festival is running from the 1st- 6th July and we're looking for local businesses who want to make the most of the festival vibe. Could you offer a little something special during festival fortnight? (24th June - 6th July)

It doesn't need to be high value, just a small incentive for customers to spend money with you whilst they're having fun at the festival. Perhaps you could promote a particular item – Festival Falafel or Festival Frappé anyone? It's up to you!

We'll promote the offers via the Visit Ripon and Ripon Theatre Festival socials and all offers will be uploaded to the Visit Ripon offers pages too.

RTF team members will be scouting for participants in the coming days, so get your promotional thinking-hats on.

You can also submit your offer by emailing **info@ripontheatrefestival.org** or upload your own information here: **visitripon.co.uk/ripon-bid/contact/submit-offer**

Ripon BID Summer Trail - 19th July - 31st August

Thank you to the businesses who have signed up to be part our ever-popular Ripon BID Summer trail which is back with a twist this year.

During the July & August school holiday, families in Ripon will be able to track down a family of magical automated reality and 2D Alebrije (pronounced Ah-leh-bree-heh) creatures. The 'Alebrije' AR Trail will take trail finders around the city centre with mystical seed pods to find. Alebrijes are a form of folk art that originated in Mexico, where animals (both real and fantastical) are ornately decorated with colourful patterns and motifs. In a first of its kind, Ripon BID has teamed up with trail experts High Street Safari to run a free augmented reality trail in Ripon that is completely contactless thanks to its cutting-edge QR code, web-based platform and anyone with a smartphone can take part. The use of augmented reality means that players can not only discover the seed pods in participating business windows but also get to see the vibrant Alebrije creatures burst to life right in front of them after scanning. Once players open the AR, they can take selfies or even record movies with the creatures too! The event which will run from 19th July - 31st August, takes about forty-five minutes to finish and can be completed in more than one visit. It's completely free for families and groups to take part in and they win an e-book at the end that concludes the story. 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? To find out more about the trail, visit the website: **highstreetsafari.com/alebrij**

Floral Ripon - Bringing Colour Across the City

Our BID team has been working hard to help Ripon bloom this summer. This year's hanging baskets are now all in place alongside new barrier baskets on Kirkgate. The Yorkshire in Bloom judging will take 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.

Ripon Christmas Markets - Applications now open!

On Friday 21st-Sunday 23rd November, Ripon BID & Visit Ripon (with funding from the York & North Yorkshire Combined Authority) will be bringing you a 3 day Christmas Market curated by Little Bird Markets.

New for 2025, our charming traditional wooden Christmas market huts will transform your trading space with an irresistibly festive atmosphere!

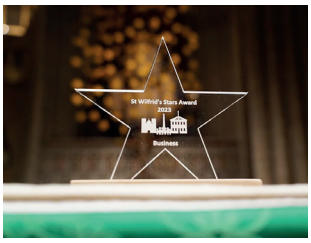
All details and how to apply via our website:

visitripon.co.uk/bid-news/ripon-christmas-markets

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**

St Wilfrid's Stars



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.

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.

Photography Project for BID Businesses

Through our £40k UKSPF Towns Boost funding we allocated a portion to photography for businesses who responded to our call to action. Over the past month, local photographer Joe Dodsworth has been visiting BID businesses building a bespoke portfolio for each one.

A total of 27 businesses took us up on the offer and those photographs have been shared with them for their own use and will also be used in our social media to further help with marketing Ripon and all it has to offer. We look forward to freshening up our website with some of the new images of both the businesses and of the Ripon area and hope the participating BID members can use their images to help market all their wonderful services.

Ripon Tourist Information Office

Ripon Tourist Information Office is now open every Thursday, Friday and Saturday until 1st November. Located on the ground floor of Ripon Town Hall, please do encourage any visitors to the city to pay them a visit as we all work together to promote the Ripon region.

Ripon TIC Opening Hours:

Thursday	10am - 1pm / 1.30pm - 4pm
Friday	10am - 1pm / 1.30pm - 4pm
Saturday	10am - 1pm / 1.30pm - 4pm

Our Ripon BID / Visit Ripon office located at Number 8 Westgate is generally open during business hours Monday – Friday (around meetings) and has a great supply of maps & marketing literature available for tourists to enjoy.

Super Summer Saturdays in Ripon this August

As well as our augmented reality Summer trail, the team here at Visit Ripon & Ripon BID are also hosting a series of Super Saturday events on the Market Place and in Spa Gardens on the following dates:

Saturday 2nd August • Saturday 9th August • Saturday 23rd August • Saturday 30th August

Expect giant bubble performers, great street entertainment and a super summer atmosphere as we work to try to encourage football & dwell time in the city centre for businesses to benefit from.

Go to visitripon.substack.com to sign up to our visitor newsletter which contains news, events and more!

Ripon BID Contact Details:
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Printed on 100% recyclable FSC certified paper
Designed & Printed in Ripon by Colour It In