Ripon BID

Funded by the Ripon city region businesses

JUNE 2026 NEWSLETTER

Coming Soon: A Showcase for Our Independents

A newly updated version of our popular Indie Maps is currently being printed. These maps highlight Ripon's fantastic independent businesses - from retailers and cafés to attractions and specialist services - giving both locals and visitors the chance to explore, discover and support the city's unique offer.

The maps remain one of our most effective tools for encouraging footfall and spreading visitor spend across the city centre.

Summer Activities from Ripon BID – Proven to Boost Footfall and Spend

Our seasonal trails continue to be one of the most successful ways to bring families into the city centre and directly into businesses. There is still time to register your interest just email: info@riponbid.co.uk. Previous trails have delivered outstanding results:

What businesses told us:

- *"The summer trail gave us the opportunity to go wild with our window display, which attracted many visitors into the shop… sales are up about 35% on last summer."* - Rebecca Crallan, The GreenHouse
- 80% of participating businesses saw more people through the door
- 80% converted that increased footfall into spend
- 50% felt the trail offered strong value for their levy contribution
- 100% said they would participate again

What trail goers told us:

- *"My kids loved it… I would highly recommend and look forward to the next one."* - Kate
- *"We all loved it! Thank you for organising it!"* - Christine
- 100% enjoyed the trail a great deal or a lot
- 93% spent more time in Ripon as a result
- 87% went on to spend money in Ripon businesses
- 57% discovered new businesses
- 100% would return

This summer, Ripon BID is adding even more activity to increase dwell time and family engagement, with a climbing wall and face painting in the Market Square from 10am-3pm on Saturday 8th, 15th and 22nd August.

Ripon really will be the place to be this summer - and we encourage businesses to make the most of the increased footfall.

There's Still Time to Join Gather – Free, Practical Marketing Support for Your Business

The Tourism Network

There's still time to join Gather, the new no charge "marketing sprint" created by Susan Briggs from The Tourism Network to help businesses make this season stronger than it might otherwise be.

Susan has designed Gather for all businesses - whether you're struggling, steady, or simply keen to keep improving. Once you've joined (at no cost, as Susan is donating her time for FREE), you'll gain access to action focused marketing activities aimed at attracting longer staying, higher spending visitors and reducing reliance on last minute discount hunters.

There are already plenty of practical marketing tips waiting on the inside, with more being added throughout the season.

Join here: www.tourismnetwork.co.uk/gather

Rejoicing in Ripon – Positive PR That Puts Local Businesses Centre Stage

Blog via Email!

Rejoicing in Ripon is a Ripon centric blog that proudly celebrates the positive developments, people and organisations shaping the Cathedral City of the Dales. Written by Ripon resident Tim Flanagan, an experienced journalist and communications specialist, the blog focuses on the good news stories that are often missed or overlooked by mainstream media.

Working in close association with Ripon BID and our members, Rejoicing in Ripon brings exclusive features about the businesses, attractions and community groups invested in Ripon's growing success story.

If you enjoy the blog — or want to make sure you never miss a feature about your business or sector — you can now sign up to receive a monthly email with a curated selection of posts via Substack: https://visitripon.substack.com/

Showcasing Ripon's World Class Attractions to the Mayor of York & North Yorkshire

Last month, Ripon BID was delighted to welcome David Skaith, Mayor of York & North Yorkshire, for a focused tour of some of the city's leading attractions — each a major employer, investor and driver of our visitor economy.

BID Manager Lilla Bathurst accompanied the Mayor and coordinated the visit on behalf of the Visit Ripon group.

The tour included:

- **Lightwater Valley**
Now under the Mellors Group, the park is benefitting from significant investment to refresh rides, improve facilities and strengthen its family focused offer. As one of the area's largest seasonal employers, it plays a vital role in supporting local jobs.

- **Ripon Museums**
At the Workhouse Museum, the Mayor heard about the £3.3m Fairer Futures project, enhancing accessibility, interpretation and community engagement across all three sites - securing long term sustainability and supporting staff and volunteers.

- **Fountains Abbey & Studley Royal**
We explored the Studley Revealed project - a £4.6m investment that will transform a busy area of the water garden with a more accessible café (increasing seating from 54 to 60), a new admission point and improved toilets.

- **Ripon Races**
The racecourse highlighted its role as a key economic asset - from race days to year round events, venue hire and the recent Downton Abbey filming.

- **Newby Hall**
As one of the region's most important historic houses, Newby Hall continues to invest in its visitor offer, including the new glass marquee and expanded opportunities for local enterprises.

Ripon is fortunate to have such a diverse and ambitious group of attractions - all investing, all employing local people, and all contributing to the cultural and economic vibrancy of our city.

Time didn't allow visits to other major attractions including The Old Deanery, Ripon Cathedral, the Prison & Police and Courthouse Museums, Himalayan Gardens, Markenfield Hall, the Canal Basin and Grantley Hall - all vital to Ripon's visitor offer and employment landscape.

David Skaith said in a letter to BID manager Lilla Bathurst:

"Thank you for organising such a comprehensive and interesting visit to take in just some of Ripon's many attractions. You're doing a brilliant job and I'm glad we've been able to support your work to showcase and improve Ripon."

Ripon Voted Yorkshire's Top Market Destination

Ripon has been voted Yorkshire's top market town to visit and placed second in a UK top ten league table.

The vote, made by customers of Lancashire based coach company Bullocks, puts Ripon ahead of York and Skipton - a fantastic endorsement for our Thursday market and the businesses that benefit from the increased footfall.

BID Manager Lilla Bathurst told Rejoicing in Ripon:

"This is another fine feather in the city's cap... a further boost for our independent retailers and hospitality businesses."

Bullocks highlighted Ripon's unique market experience, the historic Hornblower ceremony, and the wealth of attractions, shops and walks that make Ripon "a proper Yorkshire gem".

Help Ripon Maintain Its GOLD Award – Enter Ripon in Bloom's Garden Competition

Businesses and residents are warmly encouraged to enter Ripon in Bloom's Garden Competition, helping the city maintain its GOLD award in Yorkshire in Bloom.

Judging takes place during the second week of July and entries are welcome from private, commercial and street groups. Gardens, containers and pots of any size can be entered.

Entry forms are available from Ripon Library or can be downloaded here:

https://visitripon.co.uk/wp-content/uploads/Entry-Form-2026.docx

Closing date: Wednesday 24 June 2026

Queries: Telephone Pat on 07870 385478 or email: r_i_b@btinternet.com

RIPON -IN- BLOOM

Check out our blog https://visitripon.co.uk/bid-blog/ which contains good news stories, events and more!

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