Ripon BID

Funded by the Ripon city region businesses

MARCH 2024 NEWSLETTER

Ripon's Shortlist Success

Keen to promote Ripon further nationally, Ripon BID entered the Visa/British Retail Consortium "Let's Celebrate Towns" competition and was one of 30 centres shortlisted for one of a possible 8 prizes of £15,000 in community project grant funding plus skills and education support for SMEs.

The awards ceremony was held at the House of Lords on 13th March. Ripon BID's entry in the business category focussed on Ripon being at the forefront of a resurgence in bricks and mortar retail and trading due to the innovative approach taken by many of its independent businesses and the collaboration between businesses with the Totally Locally Campaign. We also highlighted our work with businesses wanting to move premises and helping with communication with landlords and agents.

Also included was our communication with businesses on schemes such as the Shared Prosperity Fund and advising and making sure businesses are claiming the correct rate reliefs. Our work on ensuring that Ripon is marketed as a standalone destination through our website, social media and events also featured heavily in the submission. We were sadly pipped at the post by Armagh and Weston-Super-Mare but it was great to be shortlisted in our first year of entry and hope to have many more exciting projects to showcase going forward into 2025.

Introduction to North Yorkshire Council's Growth Managers

Did you know that Growth Manager support is available from Michaela Young and Beta (Bea) Olah at North Yorkshire Council? Working to help Ripon businesses achieve sustained success, Michaela and Bea can offer Ripon businesses the support in the following areas and we would encourage BID businesses to get in touch with them:

- Business planning, growth strategy, skills planning
- Help with preparing grant applications
- Signposting and introductions to other business support options (skills, finance, funding etc.)
- Help navigating the council –finding you the right person to speak with (planning, rates, licences etc.)
- Critical friend – running a business can be a lonely place. Michaela and Bea are happy to discuss your plans, talk through ideas, offer suggestions and ideas

Please email: Michaela.Young@northyorks.gov.uk and Beata.Olah@northyorks.gov.uk for further details.

There are also grants available that may be of interest to BID Businesses and which the growth team can help with. Examples of grants available are detailed below :

- Small Business Grants (up to £10,000) – due for launch April 2024. Submit expressions of interest via UKSPF@yorknorthyorks-ca.gov.uk

  Full details are available here : https://www.northyorks.gov.uk/community-and-volunteering/grants-and-funding/uk-shared-prosperity-fund-0/small-business-grants-programme-specification
- Business Sustainability Programme – Advice & Grants (up to £49,950) The full specification is here https://www.northyorks.gov.uk/community-and-volunteering/grants-and-funding/uk-shared-prosperity-fund/business-sustainability-support-programme-specification

Ripon BID has also asked North Yorkshire Growth Hub to provide training and workshops on the following:

- Leadership including staff retention, staff recruitment, getting value from staff, engaging and encouraging staff
- Social media and marketing including TikTok and trend training.

We will update businesses once a response is received and hope to secure some further opportunities for BID businesses.

Events:

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:
info@riponbid.co.uk · 01765 530 910 · **www.riponbid.co.uk**

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

Your Harrogate Social Media Takeover & Jamline Sponsorship

In February we offered businesses the chance to be involved in a social media takeover on Your Harrogate.This was designed to highlight our thriving high street to those outside of Ripon as part of our commitment to promoting Ripon and all it has to offer to the wider Ripon region. 12 BID businesses were featured and gained good exposure alongside great results on the Your Harrogate socials media channels :

Facebook : 24.3K reach and 33.4k views / Instagram : 34,009 total views

The feedback from Ripon businesses has been positive and we will look to repeat the project in the summer. If you would like your business to feature please get in touch.

The BID will be sponsoring the Your Harrogate "Jamline" from April 2024 in a view to ensure that individual Ripon businesses and Ripon events are promoted within the local area. Your Harrogate radio has 87,500 individual listeners (with approximately 10,000 during the Jamline hours). Their listenership's geographical reach is: 60% Harrogate, 20% Ripon, 20% surrounding areas (including Wetherby) and with so much to see, do & visit in Ripon we are looking to the campaign to help bolster footfall through the summer months.

Shopwatch Meeting Update

Ripon businesses who have signed up to the RadioLink scheme were invited to the first HDBAC intelligence meeting on 12th March. Thanks to the funding of the radios by the BID it now means there are enough Harrogate District Businesses Against Crime members in Ripon to make a meeting viable. The meeting enabled members to meet each other, share intelligence on shoplifters and any other issues coming to light in the city centre. HDBAC showed the viewpoints from each CCTV camera so that businesses were able to have an idea of the coverage in Ripon and so that they could also understand what the CCTV operator sees. If you are interested in the RadioLink scheme please contact us on: info@riponbid.co.uk

New Visitor Newsletter

In partnership with the Skell Valley Project and Susan Briggs of the Tourism Network we are now producing monthly visitor newsletters to encourage more people to experience Ripon and its attractions. Please subscribe and encourage your own mailing lists to subscribe here: visitripon.substack.com. Please also let us know if you have any news, images or events that you would like featured and we look to include them in an appropriate edition.

Free AI and Canva Marketing Workshop

BID businesses are invited to join Susan Briggs from The Tourism Network for this no-charge online practical workshop aimed at tourism and hospitality businesses. The Workshop will take place on Apr 25th 2024 at 2pm and you can register here https://us02web.zoom.us/meeting/register/tZwkfuyrrD0tH9cYmUSkHwxWxItmx9EocMnx#/registration

The Workshop will cover two important topics that can make your life MUCH easier! In the workshop we'll look at how to use AI (Artificial Intelligence) in your business and then how to make use of free Canva design software. You don't need any technical knowhow to take part or benefit. This session is intended to be a useful introduction, with practical tips so you can immediately put the ideas into action. If you already use AI you'll still benefit from the tips on prompts and tasks. It's available free of charge to visitor-facing businesses such as accommodation, attractions, activity providers, food and drink businesses. The workshop is free, however there is a £75 charge for consultants and suppliers to the marketing industry.

Spring Sunflower Challenge at Tate's Garden Centre

Plant a smile on your little one's face this Easter with our fabulous Sunflower competition in partnership with the tremendous team at Tate's Garden Centre. Head over to their special sunflower station and plant your FREE Sunflower for you to take home. Grow the tallest sunflower for your chance to win one of three brilliant prizes. Campaigns such as these are designed to drive footfall, increase social media follower numbers and generate goodwill which in turn has been proven to translate into customer spend. For more details on this seasonal promotional please visit www.facebook.com/VisitRipon/posts

Giant Easter Egg Trail and Crafting Sessions

The Visit Ripon / Ripon BID Giant Egg Hunt will be running through the Easter holidays from 23rd March until 7th April. Lightwater Valley Family Adventure Park is sponsoring the trail by offering three family day passes as prizes and we know from last year this was a popular event across the city. Participating businesses are displaying giant eggs (supplied by Ripon BID) within their premises to maximise over-threshold footfall and hopefully customer spend. The Easter Egg Hunt will be supported by two FREE crafting sessions and an opportunity to meet the Easter Bunny at the Workhouse Museum on the 26th & 28th of March too. By running the trail and the Easter craft sessions we hope to encourage families to hop to it and visit as many BID businesses as possible. A big thank you to Jennyruth Workshops who not only created all the eggs on display but also provided some last minute egg-stras due to the popularity of the campaign and the increased number of businesses taking part.