Ripon BID

Funded by the Ripon city region businesses

MAY 2025 NEWSLETTER

Brand New Augmented Reality Trail is coming to Ripon this Summer!

Our Ripon BID Summer trail is back with a twist this year as 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?

If you are interested and would like your business to take part, please send an email to info@riponbid.co.uk by the 23rd of June so we can finalise the map and make sure you are included in all the promotional activity.

To find out more about the trail, visit the website: highstreetsafari.com/alebrije

Super Summer Saturdays are Coming!

Alongside our augmented reality Summer trail, the team here at 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. With so much to see, do and enjoy in Ripon, let's work together to make this a successful summer to remember.

Sky Wheel Success - 9,000 People Ride the Wheel!

At Ripon BID, we're absolutely thrilled with the success of the Ripon Big Sky Wheel, which brought nearly 9,000 people to the heart of Ripon over just three weeks.

Working with North Yorkshire Councils Parks & Recreation Team, we worked to secure the installation of the 108ft (33m) sky wheel in Ripon's Market Place and the response was amazing. It's the first time we've ever hosted an attraction of this scale in the city and the feedback from residents, visitors, and local businesses has been overwhelmingly positive.

The wheel gave people stunning views of Ripon Cathedral, Fountains Abbey and even the White Horse at Kilburn. It created a fantastic buzz with so many families, grandparents and visitors stopping to take it all in. It really helped put Ripon on the map.

A special thank you to North Yorkshire Council and their parks and grounds team for working closely with us and ensuring the Market Place could support such a large installation. As for the future, we're mindful not to repeat the same things too often, but we'd love to see something of this scale return - maybe not every year, but again soon. Whether it's the Big Sky Wheel or something equally exciting, we're committed to bringing more vibrancy, footfall, and fun to the city.

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**

Ripon Theatre Festival – 1st to 6th July

Ripon Theatre Festival is back from the 1st to the 6th of July. Supported by Ripon BID, this year's festival aims to brighten the streets of Ripon and help put the city on the regional cultural map. In addition to street entertainment, walkabout character acts and open-air theatre in our open spaces, enjoy pop-up events, feature puppet shows, storytelling, mini dramas and music in a whole host of venues, cafes and shops across our wonderful City.

Visit www.ripontheatrefestival.org for further details and to start planning your festival weekend.

To celebrate this year's festival, businesses located on Kirkgate & Duckhill are also looking to host day & night street theatre, street food & a party atmosphere event with their Kirkgate Revo taking place on Saturday 5th July.

Exploring the Skell Valley

May is National Walking Month which means it's the perfect opportunity to head out and discover the nature on your doorstep. Descending from Dallowgill moor through Nidderdale National Landscape, Fountains Abbey and Studley Royal and into the City of Ripon, the River Skell winds its way through a changing landscape.

Three new walking trails have been created by the Skell Valley Project to showcase the best of the Skell Valley – so walking boots on, cameras at the ready, it's time to explore and discover more!

The Fountains Way
From the cathedral City of Ripon to the World Heritage Site at Fountains Abbey and Studley Royal, this circular trail has an accessible route suitable for mobility vehicles and pushchairs.

Skell Valley Explorer Trail
A more challenging countryside trail around the villages of Grantley and Sawley, featuring Spa Gill Woods and Eavestone Lake. This trail can be split into two shorter walks if legs are getting tired:

Sawley Loop
A loop featuring Spa Gill Woods and the ruins of Aldfield Spa, where visitors from the late 1600's sought out the healing powers of the water from its sulphur spring

Grantley Loop
A loop taking in Eavestone Lake, created in the early 1800's by Lord Grantley, and the beautiful surrounding farmland

Hell Wath Nature
Play, splash, scramble and explore! The Hell Wath Nature Trail in Ripon is perfect for families. What will you discover in and around this local nature reserve?

Visit **www.nationaltrust.org.uk/visit/yorkshire** for more information - The Skell Valley is rich in wildlife, history, and local heritage and is ready & waiting to be discovered!

Promote Your Business with Visit Ripon brought to you by Ripon BID

Did you know that as part our remit to help deliver a busier and brighter Ripon that Ripon BID also operate 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.

We'd love to promote as many BID businesses as possible so please do get in touch!

Visitor Newsletter & YouTube Channel

visitripon.co.uk

Have you subscribed to our fantastic visitor newsletter which is distributed monthly?

Subscribe by visiting visitripon.substack.com to find out more about Ripon's incredible heritage, traditions, character and community.

Ripon has been attracting visitors since 672 and we still love to welcome new people. Sharing the newsletter to residents, visitors and customers is a great way to help spread the word about our wonderful city!

Along with our regular newsletter we also have a fantastic YouTube channel (@VisitRipon) where you can view content showcasing the best of the Ripon region.

Please do let us know if you would like to use any of the videos featured.

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

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

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