Ripon BID

Funded by the Ripon city region businesses

MAY 2026 NEWSLETTER

Join Walter's Whippet Walk – Be Part of Ripon BID's Summer Trail!

This summer, Ripon's streets are getting a burst of energy, heritage, and pure whippet charm - and we'd love your business to be part of it.

Walter's Whippet Walk is a city wide trail celebrating the stories, quirks, and character that make Ripon and North Yorkshire extraordinary. Each stop features one of our local facts paired with a "Whippet Smart Fact" line from Walter himself!

From Ripon Cathedral's 7th century crypt ("one of the oldest in England") to the Hornblower tradition performed every night for more than 1,100 years, the trail shines a spotlight on the heritage right outside your door. It's a celebration of everything that makes our city unique — and a brilliant opportunity for businesses to get involved.

Why take part?

- Boost footfall - Trails draw families, visitors, and locals who love discovering new corners of the city
- Showcase your business - Your chosen fact becomes a talking point, a photo stop, and a reason for people to step inside
- Join a shared story - Walter's cheeky commentary brings humour and warmth to every window, making the whole city feel connected
- Celebrate Ripon together - From spur making to stone masonry, from royal palaces to world class gardens, the trail highlights the pride we all share in our place

Let's make Ripon wag its tail

Walter may be fast (he can reach 35 mph according to the Whippet Facts), but this trail is all about slowing down, exploring, and rediscovering the city we love.

If you'd like to take part just let us know at info@riponbid.co.uk. Walter's ready, his bandana is ironed, and he can't wait to lead the walk.

Be part of Ripon's summer story. Join Walter's Whippet Walk.

Last Chance to Join Our Social Media Training – Free for BID Members!

Ripon BID is delighted to offer two fully funded, hands on social media training sessions delivered by Your Harrogate — and we'd love your business to take part. Whether you're building confidence or levelling up your strategy, these sessions are designed to help you get more from your online presence and turn social media into a powerful tool for your business.

Beginner Session – Build Your Foundations

8th June 10am-12:30pm Community House, Allhallogate

Good news - we still have free spaces available!

Perfect if you're new to social media or want a refresher. You'll learn:

- The main social media channels and what makes each one unique
- What you can do on them and how they work
- Types of content that perform well
- How businesses can use social media effectively
- When to post and what to post for the best results

Intermediate Session – Grow Your Impact

8th June 1:30pm-4:30pm Community House, Allhallogate

Only a few spaces remain for this one — book quickly.

Ideal if you already use social media and want to sharpen your strategy. We'll cover:

- How social media algorithms work
- Ways to increase reach and engagement
- Copyright essentials every business should know
- Tools and software that make content creation easier
- How to plan and schedule posts like a pro

Why join?

- Fully funded for Ripon BID members
- Practical, real world advice you can apply immediately
- A great opportunity to strengthen your digital presence
- Suitable for any business, from retail and hospitality to services and attractions

If you'd like to secure your place - especially for the intermediate session - please book as soon as possible.

We'd love to see your business there. Email info@riponbid.co.uk

What Would You Like Visit Ripon to Promote for You This Summer?

Summer is one of Ripon's busiest seasons — and we want to make sure your business is front and centre.

Ripon BID via Visit Ripon will be running a series of summer promotions across our newsletters, social media, website, and visitor channels. To make sure we're shouting about the right things, we're asking all BID members:

What would you like us to promote for you?

Whether you're planning a special offer, launching a new product, hosting an event, or simply want more people to know what you do, we're here to help amplify it.

Not sure what to send? Here are some ideas…

Retail
- Summer sales or discount weekends
- "Holiday essentials" promotions
- Gift bundles or limited edition items
- New product launches or seasonal ranges
- In store events, demos, or maker showcases

Hospitality
- Summer menus, afternoon teas, or seasonal specials
- Outdoor seating promotions or "dine al fresco" offers
- Takeaway picnic boxes or weekend brunch offers
- Cocktail hours, tasting nights, or themed evenings
- Family friendly deals during school holidays

Hair, Beauty & Wellness
- Summer colour packages or festival ready styling
- "Holiday prep" bundles (waxing, nails, lashes)
- Wellbeing sessions, massages, or relaxation packages
- Skincare promotions, facials, or sun care treatments
- Men's grooming offers

How to take part

Just send us (info@riponbid.co.uk):
- A short description of what you'd like promoted
- A photo or graphic if you have one (optional but helpful)
- Any dates, prices, or booking details

We'll include your promotion in our summer marketing and help drive footfall, bookings, and visibility across the city.

Let us help you shine this summer - tell us what you'd like us to promote.

Reminder to Turn Yorkshire Yellow – 6–12 July

From 6–12 July, Yorkshire Air Ambulance is inviting businesses, schools and community groups to go yellow in support of their life saving work. Dress your windows, wear yellow, bake yellow cakes - anything goes. Let's show the crews how much Ripon appreciates them. Find out how to get involved: www.yaa.org.uk/event/yellow-yorkshire-2026

A perfect warm up to Ripon's Yorkshire celebrations starting 1 August - Read the full story on our blog. visitripon.co.uk/bid-blog

Calling all event organisers in the Ripon BID area!

Got an event coming up? A workshop, performance, community day, exhibition, family activity or anything in between?

If you've made an A4 poster, we want to help you get it seen

Ripon BID manages noticeboards across the city centre, and we're inviting local organisers to send us their posters so we can display them and help spread the word. It's a simple way to boost visibility and reach more people right where they're out and about.

- Events must be based within the Ripon BID area
- A4 posters only
- Just drop your poster with us and we'll take care of the rest.

Let's fill Ripon with brilliant things to do and support the amazing organisations that make our city centre thrive.

Got a poster ready? Drop it at the BID office, 8 Westgate, Ripon

Ripon Theatre Festival - 5th – 12th July

The much-loved Ripon Theatre Festival returns this July, running from 5th to 12th July, bringing a vibrant week of performance, creativity and culture to our wonderful city.

With Ripon BID as the major sponsor, this year's festival will once again transform Ripon's streets and spaces, helping to place the city firmly on the regional cultural map.

Expect a packed programme featuring street entertainment, walkabout characters and open-air theatre, alongside a variety of pop-up performances, puppet shows, storytelling, mini dramas and live music. Events will take place across a wide range of locations, including open spaces, cafés, shops and venues throughout the city, creating a truly immersive cultural experience for all ages. Visit www.ripontheatrefestival.org for further details and to start planning your festival weekend.

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

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