Ripon BID

Funded by the Ripon city region businesses

OCTOBER 2024 NEWSLETTER

Weed and gutter clearing to improve the look of Ripon

As part of our commitment to improving the Ripon welcome and to support businesses, Ripon BID identified areas in the city where weeds and vegetation were growing from gutters. Due to these being hard to reach areas the task can be very expensive with the use of specialist equipment, however Ripon BID contracted Cleancore UK who specialise in this work to carry out work on a number of premises at once. This has tidied up the appearance of the city centre, reduced the possible chance of property damage in future and reduced the opportunity for pigeons to cause mess. Cleancore UK carried out the work at 14 businesses using a cherry-picker and all vegetation was removed by hand. If each business had to undertake this work themselves it would be very expensive due to the need to hire a cherry picker, however by doing it across all affected businesses the net cost per business is reduced significantly.

Ripon BID would like to run this initiative as and when required in the future so watch this space for dates of further work.

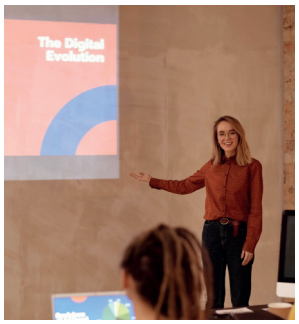
Upcoming Training Dates for your diary

With funding from the UKSPF and in partnership with the Federation of Small Businesses we have the following FREE training sessions coming to Ripon. We expect these sessions to be popular so don't delay & book your place today!

Places will be limited on the in-person sessions and will be allocated on a first come, first served basis:

20th November 2024 12pm-1pm
Boost your productivity with AI - Google Digital Garage. Online Webinar from Google Digital Garage

27th November 2024 12pm-1pm
Problem solving: think like a consultant. Online Webinar from Google Digital Garage



4th December 2024 12pm-1pm
Grow your business brand - Google Digital Garage. Online Webinar from Google Digital Garage

8th January 2025 2pm-3:30pm
Setting social media objectives for 2025. Online Webinar by Caroline Wilson

16th January 2025 10am-11:30am
Ripon Masterclass - Social media content plan 90 day plan in 90 minutes. In Person Masterclass by Caroline Wilson. The Workhouse Museum

23rd January 2025 9:30am-2:30pm
Get your business visible on google, Leadership in the digital age, Tell stories with data visualisation, AI & marketing strategy. In Person Google Digital Garage Masterclass. The Arts Hub

5th March 2025 2pm-3:30pm
Ripon Masterclass - TikTok for starters. In Person Masterclass by Caroline Wilson. The Workhouse Museum

11th March 2025 12pm-3pm
Ripon Masterclass - Practical smartphone video use for business owners. In Person Masterclass by Ryan Mulhearn. The Workhouse Museum

This project is funded by the UK government through the UK Shared Prosperity Fund administered through North Yorkshire Council. The UK Shared Prosperity Fund provides £2.6 billion of funding for local investment by March 2025. The Fund aims to improve pride in place and increase life chances across the UK investing in communities and places, supporting local business, people and skills. For more information please visit https://www.gov.uk/government/publications/uk-shared-prosperity-fund-prospectus

Wayfinding Solutions

Responding to our business's requests, it was apparent that some of the satellite streets from the Market Square are not always easily found by our visitors. With a solution in mind, we came up with the idea of directional signage using the existing planters around the city. We have wrapped 11 planters with robust vinyl overlays to give clear indications that we have a great offering of shops, businesses, food and drink in all corners of our great city!

We are always looking for ways to encourage footfall around the whole of Ripon and are happy that this solution has been installed in time for October Half Term and the Christmas trading period. Many thanks to the wonderful team at Colour It In for the brilliant concept, design and delivery of the project!

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

Spooky Ripon - Pumpkin Hunt & Halloween Activities

Something spooktacular is coming to Ripon this October! Plans are now in place for this year's Ripon BID Pumpkin Hunt. Participating businesses will take part by displaying a carved or decorated pumpkin - preferably in a Halloween themed window.

Sheets will be available detailing the locations of all participating pumpkins and all completed sheets will be entered into a prize draw. People will be invited to vote for their favourite pumpkin and the business whose pumpkin is voted the winner will receive a £250 advertising spend with a local media partner.

The Ripon Pumpkin Hunt will run between the 26th October - 3rd of November and entry is FREE. Alongside the Ripon Pumpkin Hunt we have partnered with Rascals Entertainment to bring Slime & Bracelet Making Workshops to Ripon this half term The events will take place at the Claro Lounge on Tuesday 29th October and Thursday 31st October from 10am to 2pm.

We hope all events will encourage footfall all around the city - especially during the half term break. If you have any half term offers or events you would like promoting alongside our Halloween activities please email comms@ripon.co.uk with the details.

The Giant Snow Globe is Back!

Along with our Christmas brochure, Ripon BID are also bringing the giant snow globe back for 2024. The snow globe will be in the Market Square on Friday 13th, Saturday 14th & Sunday 15th of December between 1pm - 7pm.

We are inviting businesses to submit their promotional offers that we can feature on our Christmas page and include with the promotion of this event (eg: a complimentary mince pie with hot drink purchases).

Please contact comms@riponbid.co.uk with your details.

Late Night Shopping

Plans are gathering pace for this year's festive late night shopping event taking place on Thursday 28th November. We hope as many businesses as possible will work together to deliver a bright and busy Ripon retail event.

We will also be launching a "13 Days of Christmas" campaign which will launch at the Christmas light switch on and run until the 28th of November.

Please email manager@riponbid.co.uk to register your interest and to promote your business.

Festive Foodie Ripon - Send us your Menus!

If food is your thing then Ripon is the place to be! We know that our thriving food scene full of independent restaurants, cafés, pubs and food producers really is something to shout about.

We invite Ripon's hospitality businesses to send us your Christmas menus so that we can showcase them on our dedicated Visit Ripon Christmas page. Your menu will link back to your business website for easy navigation. We feel that giving locals and visitors the widest choice in an easy format will encourage them to sample more than one venue over the festive period. Menus can be sent to manager@riponbid.co.uk

Christmas Brochure & Online Advertising Opportunities

Ripon BID will again be producing the Christmas in Ripon brochure for the 3rd year running. This year sees a 34% increase in brochure production with 30,000 being distributed to households in the area.

The expansion along the 36 bus route into Killinghall and up into the Thirsk region should encourage more visitors from these areas to visit Ripon. All advertising revenue generated paid to Ripon City Council as a contribution to the ever increasing costs of Christmas lights.

Ripon BID has taken on the design, print, production and delivery costs as well as the collation of the brochure to support further Ripon City Council and all BID businesses during what we hope will be a busy trading period. Look out for a copy which will be hitting doorsteps in November!

There is limited advertising space left on the festive pages of the Visit Ripon website. Any businesses wishing to secure a paid for advertising space can contact comms@riponbid.co.uk for more details.

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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