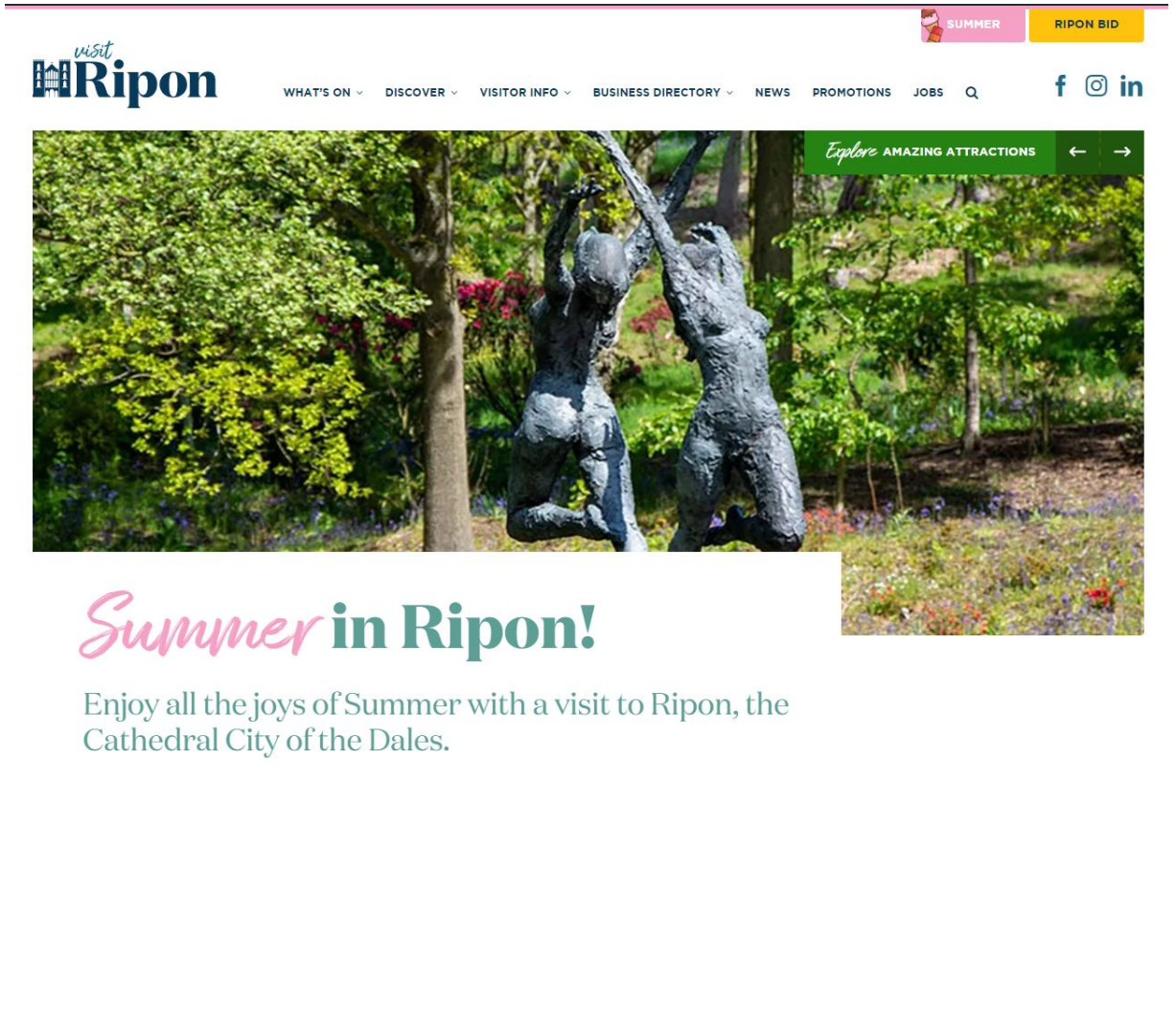
Evaluation


SUMMER
RIPON BID
visit Ripon
WHAT'S ON
DISCOVER
VISITOR INFO
BUSINESS DIRECTORY
NEWS
PROMOTIONS
JOBS
Explore AMAZING ATTRACTIONS
Summer in Ripon!
Enjoy all the joys of Summer with a visit to Ripon, the Cathedral City of the Dales.

Summer Activities to drive footfall

Summer Advertising campaign

Summer Circus Trail & Circus Schools

Overview & Objectives:

- Drive footfall
- Create a trail which moves people around BID businesses
- Create a trail which businesses can use to highlight products i.e. ‘big top’ brownies etc.
- Highlight individual businesses including those who donated prizes
- Trail and schools advertised via Stray Ferret SM
- Highlight Ripon Museums

Summer Advertising Campaign

Overview & Objectives:

- Summer in Ripon page on website
- Advertisements in Absolutely Yorkshire & Living North magazines
- Flyer campaign on 36 & 22 bus routes
- Use of influencers to gain greater reach
- Highlight Ripon to a wider audience
- Encourage individuals and families to visit
- Drive traffic to website

Key Facts – Summer Activities

- 500 Trail sheets distributed (vs 250 in 2022), with 5 x winners
- 180 children (accompanied by adults) took part in Circus Schools (new addition)
- 15 businesses on Trail
- 100% enjoyed the trail and/or circus schools a great deal or a lot
- 93% spent more time in Ripon as a result of the trail and/or circus schools
- 87% went on to spend money in Ripon businesses
- 57% discovered new businesses in Ripon
- 100% would come again

Key Facts - Advertising

- Absolutely Yorkshire magazine: 20k copies per month, readership of circa 60k
- Living North magazine: 70k readership, 21k Facebook followers, 44.2k on Instagram
- Influencer Harrogate Mama: 6.4k followers
- Influencer Girl About Yorkshire: 11k followers
- Influencer North East Family Fun: 18k followers
- Influencer The Reluctant Explorers: 8.5k followers
- Uptick in visitors to Visit Ripon website from Leeds area following bus campaign

PR Highlights – Actual Reach

Stray Ferret

Combined Social media:
Impressions: 17,734
Reach: 12,451
Engagement: 583
(cost per click 43p)

NE Family Fun

18k followers
Impressions: 78k+
Engagements: 4.5k+
Insta views: 34k

Visit Ripon / Ripon BID / Totally Locally

Combined Social media reach
65,178 (vs 37k in 2022)
Website total page views to date for campaign period 18,626

Facebook.com
2.85 billion users worldwide

Instagram
1.62 billion users worldwide

TikTok
834m monthly users worldwide

Business Feedback

Survey Results

80% of business participants said they had more people in their business because of Summer Trail
80% of business participants said they converted that into spend in their business
50% felt the trail was value for their levy money (c.£85 per business)
100% said they would participate again

“We really enjoyed taking part in the Summer Trail - it was great to see so many families taking part and really enjoying themselves too!”
Jan Hudson, The Wakeman’s House Café

It was great to be a part of the Summer Trail again this year, we had lots of families calling in to see us, completing their Trail sheets and enjoying the yummy sweets provided – it was wonderful to see so many taking part and enjoying our fantastic city!! Well done to BID for organising another successful event.
Lynne Garner, Skipton Building Society

"The summer circus trail gave us the opportunity to go wild with our window display, which attracted many visitors into the shop, plus the trail itself, with the offer of treats from behind the counter, brought more shoppers inside compared to previous window trails. I definitely noticed an increase in new people finding and entering the shop and sales are up about 35% on last summer.“
Rebecca Crallan, The GreenHouse

Social Media Comments

Write a comment...

Christine Atkins
It's a great trail, we did it with our grandchildren last week & we all loved it! Thank you for organising it!

Like Reply 3 h

Places to Go, Things to Do with kids: LEEDS and West Yorks
👆 I've shared your post to my page

Like Reply Hide Send message 4 d

Blow Your Horn Ripon
Sonia Pitt · 11 h ·

Just wanted to shout out and say what a brilliant afternoon we had in Ripon yesterday. The very charming and entertaining Matthew in the circus skills tent and a view of Ripon I haven't seen before.

116 18 comments 5 shares

Like Comment Share

Have you completed our Summer circus trail yet? Taking in the sights,...
22 likes · 4 comments · 16 Aug

Bo

adigi_agency We love a good trail 💯
1d 1 like Reply Send message ...

View replies (1)

kategudge We completed this yesterday! My kids loved it and it didn't take too long (about an hour) and wasn't too spaced out for their little legs. I would highly recommend and look forward to the next one 👏
1d 1 like Reply Send message ...

my_daly_style Love this!!! 🌟
5h Reply Send message ...