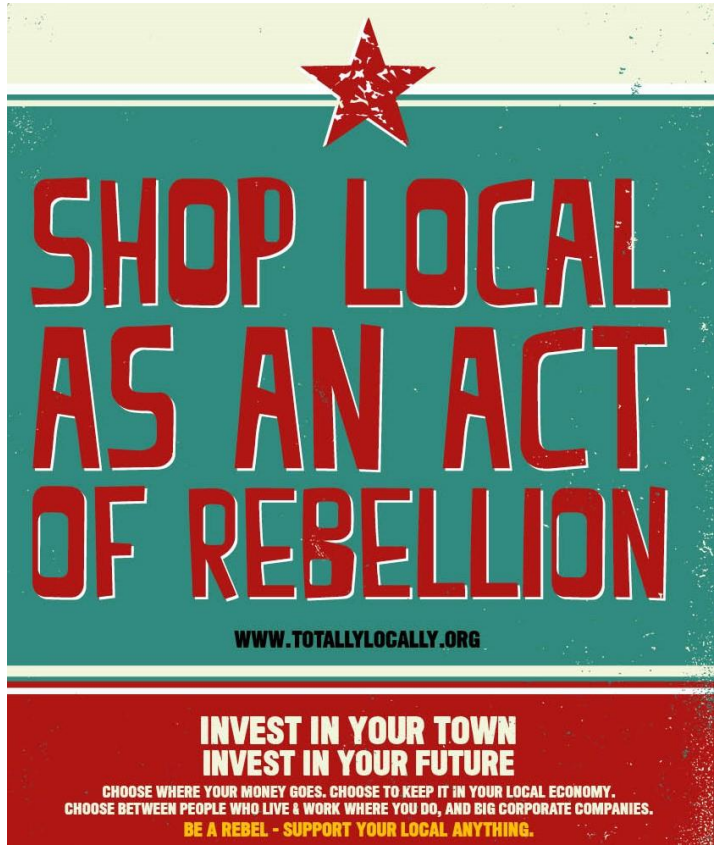
Evaluation

A ground-up marketing tool-kit for independents



Totally Locally

Street party on Easter Monday & Ripon Indie Day organised by Independent Traders with support from BID

Overview & Objectives:

- Highlight Totally Locally campaign and the impact spending £5 per week in a local independent has on Ripon economy
- Drive footfall
- Highlight how pedestrianisation can work
- Create a café culture
- Encourage collaboration between businesses
- Highlight individual businesses

Key Facts – Easter Monday

- Kirkgate was closed to traffic from 10am-4pm
- 20+ businesses took part
- **Footfall was 17% higher than Easter Monday 2022**
- Collaboration between businesses very good with more events planned and working groups created
- All businesses said trade was good or very good
- Social media and press attention was high
- Total social media reach to date: XXX
- Local news coverage

PR Highlights

Stray Ferret

2m online views per month
7,000 app users
Social media following +31k with engagement rates of over 100k per week

Ripon busks in bright Bank Holiday sunshine

by Tim Flanagan

May 30, 2023

PR Highlights

Harrogate Advertiser/Ripon Gazette

128k online users
23,800 Facebook followers

People flocked to Ripon city centre on Easter Monday to enjoy the first Kirkgate Street Party

Hundreds of residents and visitors crowded Ripon's Kirkgate on Easter Monday to enjoy a variety of live music, handcrafted arts, dancing, street food and al fresco dining in what was one of the first street festivals to celebrate the city's vibrant culture and quality of trade.

Kirkgate in Ripon to be closed for Easter street party

Your Harrogate

Facebook reach (monthly average) 150k
Instagram (monthly average) 15k
Monthly radio listeners 30k

Key Facts – Ripon Indie Day

- Live music/busking & entertainment throughout Ripon
- 20+ businesses took part
- **Footfall was 20% higher than late May bank holiday 2022, 4% higher than month before**
- Collaboration between businesses very good with more events planned
- Businessesd said trade was good or very good
- Social media and press attention was high
- Total social media reach to date: XXX
- Local news coverage including front page of Gazette

PR Highlights – Actual Reach

Stray Ferret

Combined Social media reach: 27,343

Harrogate Advertiser

Combined Social media reach: 9,700

Visit Ripon / Ripon BID

Facebook – impressions 32,480, reach 38,588 & engagement 3,754

Facebook – impressions 3,020, reach 2,374 & engagement 267

Facebook.com
2.85 billion users worldwide

Instagram
1.62 billion users worldwide

TikTok
834m monthly users worldwide

Social Media Comments

Grace Patricia McCall
What an amazing experience that was....loved it 👏!!!!
Like Reply Share 10 w

Andrew Lister
Loved it, you were all brilliant, thanks for all your hard work 😀
Like Reply Share 10 w

Julie Mccarthy
Brilliant time thanks to all involved! 🥰
Like Reply Share 10 w

Kate Appleyard
Fantastic day. What a great atmosphere
Like Reply Share 10 w

Andrew Winzer Roberts
An amazing Event
Love to see more events on this wonderful street in #ripon
Like Reply Share 10 w 6

↳ 2 replies

Sarah Platts
Lovely!❤️
Like Reply Share 10 w

Ann Tracey
True Yorkshire grit carry on regardless .Well done still went ahead regardless of disappointed weather shows you people can rise above what weather is like and still have fun 👍 😍
Like Reply Share 10 w 2

Helen Garnett
Absolutely amazing **AFO Choir** we're brilliant with their first ever solo gig !!!!!
Like Reply Share 10 w 3

Joanne Eggleston Redfearn
Once again Ripon goes above and beyond.. it was a pleasure to be there x
Like Reply Share 10 w 2

Helen Booth
It was so lovely to see so many people milling around
Like Reply Share 10 w 2

Jenn Walker ☕
well done everyone !!
Like Reply Share 10 w 2

Diane Verity
Ripon does it again 👍
Like Reply Share 10 w 2

Sheree Gill
Brilliant day, feet done for but thoroughly enjoyed working at Wilfrid's Cafe. Lovely to see so many people

Like Reply Share 3 w

Freddie Cleary Top contributor
Great day . Well done Ripon 👍😎
Like Reply Share 3 w 2

Rob Brooks
A really really good band.
Like Reply Share 3 w 2

Richard Hughes
Top band, top busking - top place to be - ... St Wilfs takes on the world next - nice one Jane, Lilla, BID et Al # Ripon Revs Happening !! X
Like Reply Share 3 w 2

Business Feedback

- **Sheree “**Brilliant day, feet done for but thoroughly enjoyed working at **Wilfrid's Cafe**. Lovely to see so many people”
- **Helen “**Fantastic event. Us at **Cathedral View cafe** loved being part of it - first of many!”
- Liz “Amazing day, we at **Karma** loved every minute of it!”
- **Mark** “Sold 5 days worth of stock in one day!” **Chimes**
- **Liz** “Thank you – what a success! So glad we had our stall there. The Fiver Fudges were our best seller” **Yorkshire Feathers**