Evaluation

A multi-faceted project to improve the visitor experience and flow through the City

Project 1 – Boundary Signage

A tri-party project showcasing partnership working
Ripon BID / North Yorkshire Council / Highways Agency

Overview & Objectives:

- Replace and enhance boundary signage
- Add new signage on bypass to ensure drivers on bypass know they are in Ripon
- Support the Ripon welcome
- Reach to wider Ripon City region
- Joint / partnership working with other agencies

Before:

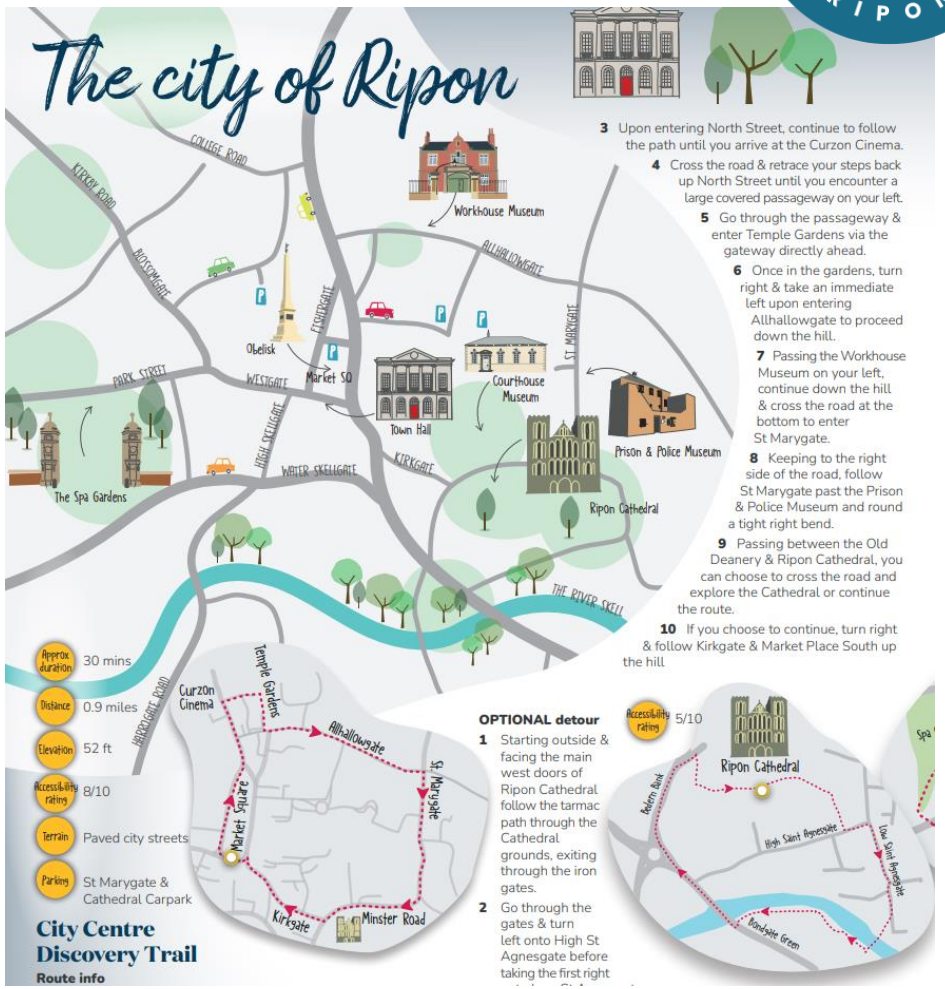
After:

Project 2 – Walking Routes

A project to encourage visitor movement via BID businesses

Overview & Objectives:

- Create an updated walking route brochure with 8-10 walks
- Walks start or end with BID businesses and take in as many as possible
- Include accessible walks
- Tie in launch with dog friendly Ripon
- Increase footfall
- Increase both local and tourist spend in Ripon City Region
- Develop sustainable initiatives i.e. active travel
- Support the Ripon welcome



Project 3 – Visitor Information

A project to improve visitor mapping and signage

Overview & Objectives:

- Create new bespoke tourist information boards
- Create new bespoke events information boards
- In partnership with NYC repair, refurbish and repaint noticeboards
- In partnership with NYC repair and repaint finger posts
- Enhance visitor experience and movement
- Increase both local and tourist spend in Ripon City region
- Develop sustainable initiatives i.e. active travel
- Support the Ripon welcome

Before:

After:

Key Facts

- 3 outdated and unattractive boundary signs replaced
- 2 new boundary signs erected
- 1,000 walking brochures distributed amongst BID businesses
- Walking brochures are free for visitors
- 6 new visitor information boards with maps produced and displayed in noticeboards
- 5 new events noticeboards created and kept up to date weekly
- Total social media reach to date: XXX
- Local news coverage online: XXX

PR Highlights

Stray Ferret

2 million page views per month
7,000 app users
Social media following +31,000

Harrogate Advertiser/Ripon Gazette

128k online users
23,800 Facebook followers

Your Harrogate

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

PR Highlights – Actual Reach

Visit Ripon / Ripon BID

Social Media Reach

Xxx K

Website total page views to date

Facebook.com

2.85 billion users worldwide

Instagram

1.62 billion users worldwide

Social Media Comments

TBA:

Business Feedback

TBA: