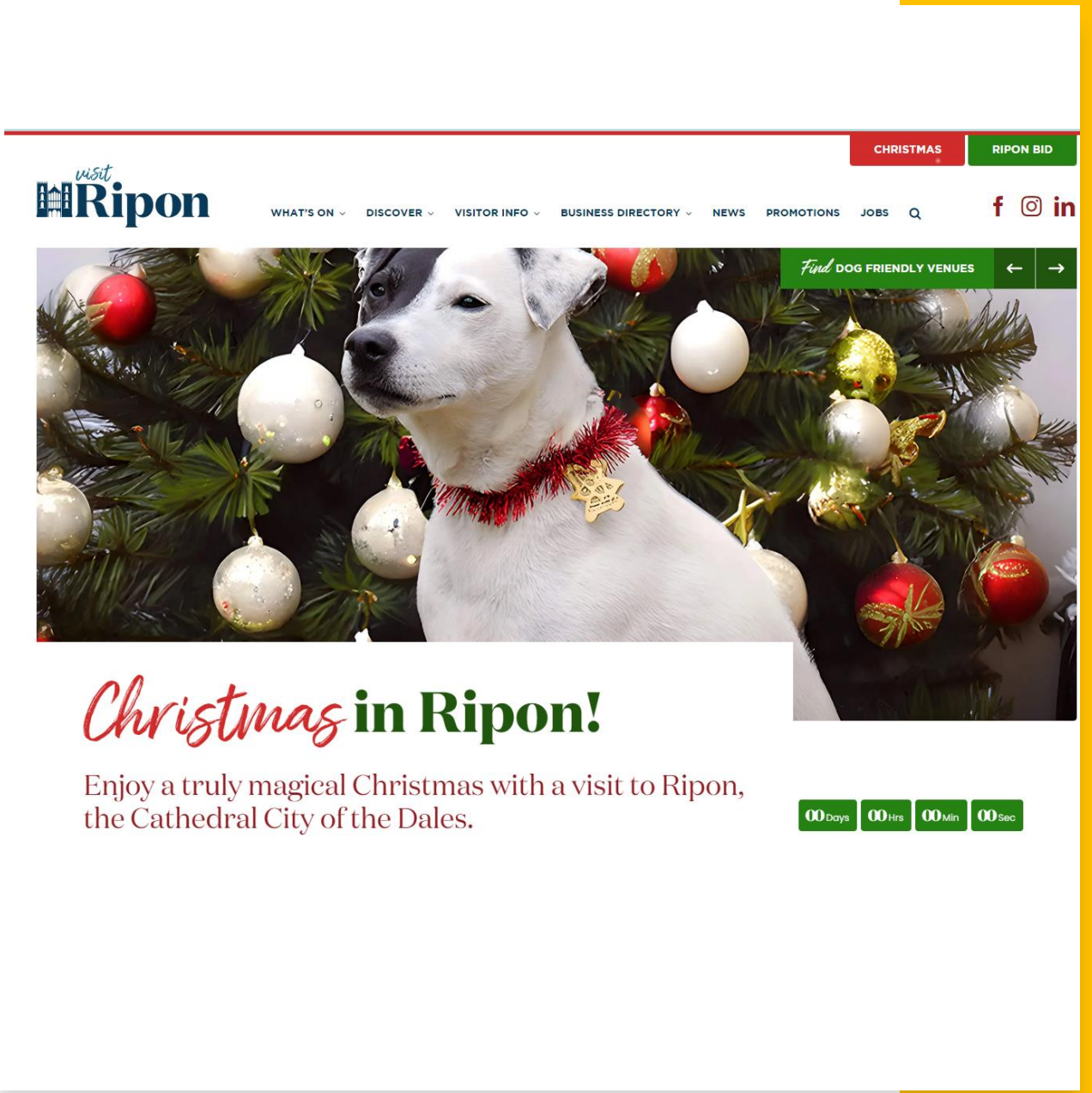
Evaluation


CHRISTMAS
RIPON BID
visit Ripon
WHAT'S ON
DISCOVER
VISITOR INFO
BUSINESS DIRECTORY
NEWS
PROMOTIONS
JOBS
Find DOG FRIENDLY VENUES
Christmas in Ripon!
Enjoy a truly magical Christmas with a visit to Ripon, the Cathedral City of the Dales.
00 Days
00 Hrs
00 Min
00 Sec

Christmas Activities to drive footfall & spend

Total project cost to date: £7,631

Christmas Brochure

Overview & Objectives:

- Create revenue through advertising for RCC's Christmas lights Highlight the large range of Christmas activities in Ripon
- Advertising opportunities for businesses

Ripon Christmas Passport

Overview & Objectives:

- Drive footfall and spend in independents
- Highlight the unique independent offering
- Encourage businesses to promote each other via Totally Locally
- Bring a new and unique loyalty scheme to Ripon

Late Night Shopping

Overview & Objectives:

- Drive footfall and spend in independents
- Highlight the unique independent offering
- Encourage businesses to promote each other via Totally Locally

Christmas Window Competition

Overview & Objectives:

- Drive footfall in Ripon
- Highlight individual businesses
- Gain media coverage
- Create a great Christmas welcome through decoration

Snow Globe

Overview & Objectives:

- Drive footfall and spend in Ripon
- Highlight individual areas & businesses
- Encourage people to visit a package of Ripon events including Winter Wonderland & Canal Basin event
- Encourage businesses to “piggy-back” on idea with offers
- Gain media coverage
- Create a great Christmas welcome
- Partnership event with Destination Harrogate

Key Facts – Christmas Activities

Brochure:

- 26,000 brochures distributed to local households and selected tourist attractions
- 44% rise in number of brochures sent out – wider distribution into Thirsk, Hutton Conyers & Kirkby Malzeard areas
- £4,050 net of VAT raised vs £3,000 in 2022 (25% rise)
- Well received by businesses & public

Passport:

- 2,000 passports printed and distributed
- Most independent businesses took part
- Very well received on social media including coverage by Stray Ferret, Harrogate Advertiser & Your Harrogate
- 50% of passports returned completed

Christmas Window Competition:

- 34 businesses entered (32% rise vs 2022)
- 173 unique votes cast
- Media coverage from both Stray Ferret & Harrogate Advertiser

Key Facts – Christmas Activities

Late Night Shopping:

- North Street traders reported excellent footfall and good sales with the event being deemed a success. The Little Ripon Bookshop had a very good evening taking at least a day's trading in three hours.
- The aim for next year is to get more businesses on board and more animation in the city centre with wandering choirs etc.

Snow Globe:

- Great response on social media and from businesses
- Well received by public
- Media coverage from Radio York including live on-site interview, Your Harrogate, Stray Ferret, Harrogate Advertiser and Visit Harrogate
- Estimated 600 people visited

PR Highlights – Actual Reach (Snow Globe)

Facebook

Likes: 853

Comments: 167

Shares: 174

Facebook.com

2.85 billion users worldwide

Radio York

Weekly audience:

58k listeners

Facebook:

60k followers

Business Feedback

Memorable Moments: We had a successful Christmas period, after a particularly hideous couple of months in September and October I was very concerned how it was going to be. However both November and December were very good and we basically clawed back the amount we were down. December itself ended up being a fraction better than last year.

I think the Christmas passport really helped people discover some of their local Independent's, we certainly gave out quite a few and stamped many others. The late shopping night was incredibly busy, at one point I don't think we could have fitted any more bodies in the shop and most people spent!! I didn't actually see the snow globe or have anyone talk to me about it so can't really comment on that.

I would certainly be happy for those things to be repeated this year. Now all we need to do is find a way to get them all spending in miserable January as it's incredibly quiet.

The Castle: Very busy from October onwards, thank you.

Vanora's: Had absolutely no impact on us at all on Westgate. We had people walk past with families in their droves on the snow globe day/night . For us it didn't turn into anything I think simply because it was the wrong demographic. BID suggested they sell takeaway luxury hot chocolate and pizza slices next year which they think is a good idea.

Business Feedback

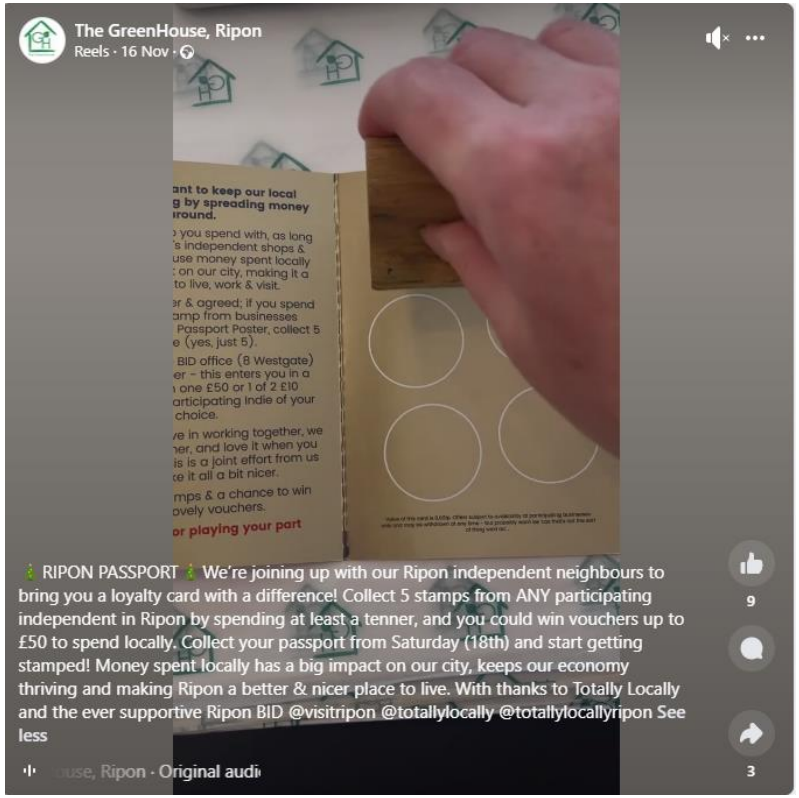
Specsavers:
December 23 saw an increase in footfall on 22, notable dates turning on of the lights weekend which meant a record Saturday for us.
I travelled to HG on the 36 bus that Saturday and thought it would be good to have some audible about what is going on in Ripon on weekends that specific activities are planned?
We would love to see car free market square December next year to ensure families and kids can relax and enjoy the day.

Snow Globe especially the Saturday in Market Sq was a highlight, it did look slightly deflated by mid afternoon and not there to the times advertised as we were hoping to get a team photo but needless to say our opening hours did not align with when the globe was available. The choir was fabulous and created a very festive atmosphere think you could build upon this especially with the Winter Wonderland.
Christmas lights albeit not your remit, were good and personally liked the white. However, Kirkgate black out was unfortunate for those businesses. The timing of when the lights were not on seemed strange e.g 8pm on the 23rd which I would have thought was the very weekend that we should be lit up.
Monthly Sunday markets require some new stalls to ensure interest.
The Apex radio link has been a positive albeit we are not massively affected by shoplifting gangs it does happen and just good to feel connected.
Would welcome additional street cleaning during December especially alleyways and indeed generally to ensure we are presented well at all times.
A brochure for 24 for month of Dec with all planned activities, opening hours of levy payers would be good. Additional page for non levy payers but destination businesses would also be good. The number of customers visiting us on a Sunday decrying those shops not open depicts a potential missed opportunity.

Business Feedback

The GreeenHouse:
For us, Christmas shopping seemed to start much later this year than in 2022, with an uptick in sales only kicking in late November, rather than a steady increase from October the year before. However, December 2023 was significantly better than 2022, which will be in part due to it being our second Christmas trading.

The Late night shopping event was very busy across North Street and we did the equivalent of a weekend day's trade in just a couple of hours, so very much worth doing. Footfall may have been higher than 2022 due to better weather on the evening, and it was worth waiting for the Christmas lights to be on for a more festive experience.



The Ripon passport was very popular with customers and we ran out of cards quite quickly. The £10 minimum spend did encourage some people to buy a little more to qualify for a stamp. There was some confusion about how many stamps for large spends which would need clarifying on future passports but I didn't get any negative feedback on that.

As a North Street business I didn't notice any impact from some of the promotions in other parts of town such as the snow globe or spa gardens lights (but it's hard to tell). As we had a stall at the cathedral fair this year I gave out Indie maps for Ripon to encourage people to venture to the other shops, which visitors were keen on. Perhaps the Cathedral would be persuaded to hand these out, or have them available at next year's event? Anecdotally, the park & ride system seems to help reduce parking stress for locals and visitors on fair days so hope this will be repeated and perhaps extended for other city events - it makes a real difference of people can spend unlimited time in the town!

Social Media Comments

Most relevant

Joanne Thackwray
Yay , I was delighted to receive my voucher for **Memorable Moments** , thank you so much 🙏🎄🍭 always enjoy supporting our local independents ,we have some amazing little shops here in #Ripon 😊

2 w Like Reply Hide

Memorable Moments
Joanne Thackwray thank you for choosing us, it's very much appreciated. Enjoy spending your voucher 😊

2 w Like Reply Hide

Joanne Thackwray
Memorable Moments my pleasure 😊🙏

2 w Like Reply Hide

This is Ripon UK
Mike Smith · 14 December 2023 at 14:46 ·

Well done to Ripon Bid and their snow globe highlighting our beautiful city. Many thanks for using some of my photos and those of other local photographers.
Permission to publish these photos on social media was gained from the respective parents.