

RIPON BID

BUSINESS IMPROVEMENT DISTRICT

Welcome to the Ripon BID OCTOBER 2021 NEWSLETTER

Background / recap for Ripon BID businesses

The BID will deliver and support projects and events that the retail and leisure BID levy paying businesses in Ripon want.

You have told us that you would like support with:

- Growing sustainable footfall, dwell time and spend for your business
- Promoting Ripon the destination locally, regionally and nationally to encourage more business for you
- Supporting the city's welcome, to encourage more local and tourist visitors
- Supporting businesses by helping them to respond to the changes, challenges and opportunities that being part of a thriving city brings

You will be contacted by your Ripon BID team via the monthly newsletter, however in the meantime if you want to speak to the BID team, email info@riponbid.co.uk



Lilla Bathurst (L) and Elizabeth Faulkner (R)

Ripon BID team - working for you - team introduction

Lilla Bathurst joins us from Hull BID and brings with her extensive experience of working with businesses to deliver highly successful projects and events e.g. award winning Hull Street Food Nights. Lilla is local to Ripon and is looking forward to meeting you all. For the first few months she will be supported by Elizabeth Faulkner a highly experienced destination marketing and BID Manager. Elizabeth has previously managed Altrincham BID and led on the submission that went on to achieve the town winning the Great British High Street Award in 2018.

Over the next few weeks Lilla Bathurst and/or one of the voluntary Ripon BID Board members will arrange a convenient time to call and meet with you to discuss an outline of projects and events that Ripon BID will be delivering over the next 5 years on your behalf. They will also discuss with you how you can get involved, if you would like to.

The voluntary Ripon BID Board...

Are a group representing the different sectors of Ripon BID businesses - if you want to get involved let us know. The Ripon BID Board representatives volunteer their time to ensure that whatever your business sector, and wherever you are located within the BID area, you have a contact that will represent your business category. Your business's requirement for support, the generation of new business and looking after your existing business, are aligned to theirs. If you are a BID levy paying business and you want to get involved but don't necessarily want to be a BID Board member there are other ways you can be involved, to find out more contact the BID office.

What sort of projects and events will the BID be supporting over the next 5 years?

- Money saving initiatives
- Greening and Cleaning projects
- Hosting and supporting footfall generating events
- Business specific training
- Dedicated social media platforms aimed at supporting visitors to Ripon
- Dedicated Ripon visitor promotional support, visitor generation, dwell time and spend
- Working closely and in partnership with Ripon's main stakeholders, organisations and attractions to help deliver the Ripon Neighbourhood Plan



What projects and events will the BID be delivering in the next few weeks?

- Deep cleaning / street jet washing Nov/Dec 21
- Wayfinding - stage 1 of a signage strategy Nov/Dec 21
- Evaluation of Ripon's destination and social media platforms, material and websites to be able to make recommendations to the BID Board Nov/Dec 21
- Business networking events and training / information feedback sessions Jan 22

Retail / Food and Beverage / High Street businesses	17th Jan @ 5:30pm-6:30pm
De-brief Xmas 21 - how was it for your business?	
Discussion around events and projects for this sector 2022	
Leisure / visitor attractions / Visit Ripon Group	24th Jan @ 5:30pm-6:30pm

If you are a business that is in the position to be able to sponsor the space to host either of the January meetings with some refreshments for up to 40 visitors please let us know

BID Q&A

- How can I contact the Ripon BID team?
Email: manager@riponbid.co.uk or Tel: 01765 530 910
- How can I contact a member of the voluntary BID Board?
Email: info@riponbid.co.uk
- Where will the BID office be located?
The Workhouse Museum, Allhallowgate, Ripon HG4 1LE
- How often will the BID contact my business?
Monthly or more frequently if we are working with individual businesses on special projects or events.
- There is more than one owner/partner/manager in my business, how can we all find out more information about projects and events the BID is delivering and supporting?
Contact info@riponbid.co.uk and leave their preferred contact details including email address and we will add them to the BID's database for communications.
- My business's previous owner/manager has changed, how can I update you with our contact information?
Contact info@riponbid.co.uk and leave their preferred contact details including email address and we will add them to the BID's database for communications.
- How can I pay my business's BID levy?
Payment details are included on the BID invoice.
- How is my business's BID levy calculated?
The BID levy is calculated at 2% of the rateable value of your business premises.
- When will I receive my business's BID levy invoice 2021/2022?
Invoices will be sent out on 1st November 2021.
- How can I find out how my levy is being spent?
The newsletter will update you monthly on BID funded projects and events. There will be business networking events and an annual AGM which you will be invited to attend.
- How can I influence how my BID levy is being spent?
Speak to the BID team including any member of the voluntary BID Board. Attend the business networking events, attend the AGM and complete any questionnaires sent by the BID.
- How will the BID team be managed?
The BID Manager will be line managed through the voluntary Chairman of the BID Board.
- How will the outputs of the BID funded projects and events be managed?
The BID team will evaluate individual projects and events through a KPI matrix which will be reported to the BID Board and minutes of these meetings will be available via the website. Full annual evaluation will be presented as part of the annual report.
- How will I know the BID funds are being managed transparently?
Minutes of Board meetings will be available through the website and this will include how the funds are managed.
- My business is not in the BID area can I still be involved with the BID?
Yes you can join the voluntary membership scheme - details of this will be available from January 2022.
- My business is a professional service located in the city centre can I still be involved with the BID?
Yes you can join the voluntary membership scheme - details of this will be available from January 2022.

BID levy invoices 2021 - 2022

The BID levy invoice will be sent out to you w/c Monday 1st November. They will be sent to the contact address that Harrogate Borough Council holds for payment of your business rates. If you have any questions about your levy invoice when you receive it please contact the BID office via email info@riponbid.co.uk or on 01765 530 910. Different methods and payment details will be outlined on the invoice, please reference your account number when making your payment.

Ripon BID Contact details

info@riponbid.co.uk
01765 530 910