

RIPON BID

BUSINESS IMPROVEMENT DISTRICT

Newsletter Two



A Message from the Chairman

Welcome to the second edition of the Ripon BID Newsletter. Ripon is in a positive place with investment and plans that will provide the opportunity for a step change in developing the great assets it has and making sure it will prosper in the future.

There are many individuals and organizations working to make things happen and I would like to thank those that have taken the time to be involved in the consultation process for the BID so far. The dates for our upcoming workshops are shown below. This will be one of the last chances for businesses to help shape the business plan. Make sure you don't miss out!

It will also be a chance for you to meet members of the BID Task Group, a business-led group of people who are helping to guide the development of the BID.

If you want to find out exactly what a BID is and other information, please visit our website www.riponbid.co.uk

Richard Compton

Newby Hall & Chairman of Ripon BID Task Group

Workshop Sessions

Date & Times

30 March 2020, 6–7.30pm

31 March 2020, 8–9.30am

31 March 2020, 12–1.30pm

Venue

The Old Deanery, Minster Rd,
Ripon HG4 1QS

What have you said so far?

You want it to be a Destination BID which means it will help manage and promote the tourism function as well to the local population.

As Ripon is a compact place you want the BID to cover the whole city rather than just the centre.

It should include the following main sectors, Retail, Food & Drink, Attractions, Entertainment and Leisure and any other small sectors that will benefit. Also those businesses below a rateable value of £5,000 will be exempt but can join voluntarily.

In terms of projects, you have told us you want:

Marketing, Promotion & Events

There is a desire to create a unified brand for Ripon. In terms of campaigns, whether it's online, TV, Radio or Press, or more specific marketing to drive visitors, dwell time and spend, the BID will have significant funds annually to improve promotion and reach a wider audience.

Business Support

To provide real support particularly to small businesses through centralized procurement of services such as trade waste management and recycling, thereby reducing your costs. We will also provide free relevant training in areas such as social media. As well as the practical, the BID can act as a strong lobbying and advocacy body representing your views on elements such as car parking, business rates and developments. With over £2.5bn of funding being provided by central government for places, we will act as a powerful voice to attract some of that investment.

Access Improvements

The BID will work to promote improvements in car parking, public transport and visitor access. We will look at ways to improve signage and wayfinding so that people find getting around easier and are encouraged to do so.

MAKE SURE YOU COME TO THE WORKSHOPS TO HELP US SHAPE MORE SPECIFIC PLANS AROUND THE ABOVE AREAS



Meet the Task Group

The old ways of managing destinations and doing business require change. Customers and visitors have increasingly sophisticated and nuanced expectations, the trading environment is in flux and public sector funding is increasingly challenged.

A BID enables you the businesses, who have a vested interest in ensuring that a place thrives, to sit in the driving seat, ensuring sustained income, making the decisions and delivering the projects that will improve your trading environment.

We have been asked the question about who the people are that are driving the Ripon BID process forward.

The Ripon BID Task Group is made up of business owners who are working hard and completely voluntarily to ensure that businesses know about the process and how to get the best out of it. The team consists of:

YOU CAN TALK TO ANY OF THE BID TASK GROUP MEMBERS IF YOU WISH. JUST LET US KNOW.

Stuart Baldwin
Abacus Smarter Accountants

John Alder
Office Ally

Stephen Craggs
G Craggs Ltd

Richard Compton (Chairman)
Newby Hall

Annette Lyons
Specsavers

Richard Taylor
Ripon Museums Trust

Rachel Hartridge
Ripon Revivals

Sheila Webb
Tourist Information

Robert Sterne
Sterne Properties

Michael Consantine
Harrogate Borough Council

Stuart Martin
Ripon City Council

Sarah Blenkinsop
Golden Frog Public Relations

More Information

Do you have questions? If so, contact Sue McGeown, email: sue@themosaicpartnership.co.uk

You can also visit the Ripon BID website for more information and to complete our survey.

www.riponbid.co.uk