



## A Message from the Chairman

Welcome to the latest edition of the Ripon BID Newsletter. Since our last newsletter, we are of course, in the throes of a global pandemic with businesses facing unprecedented challenges. We must regroup and adjust to the 'new normal', when released from lockdown. It is with this in mind that I thought it would be good to update you on what is happening with the BID and its work, which has clearly been impacted.

I want to be absolutely clear that we will not be seeking funds in these extremely difficult times but having taken soundings from many businesses - large and small - we felt that it is important to have a plan in place as we move slowly into the rebuilding and recovery phase. It is important that we do this for some key reasons:

- We will need to promote and market Ripon as a place to visit, as well as supporting individual businesses.
- We believe that there is likely to be stimulus funding from Government and other Agencies later this year (or early next year); particularly in relation to retail, tourism and hospitality. To access this we will need a plan and a robust partnership.
- In many ways, people are using their local places more for essential shopping and leisure/exercise activities at this time rather than going to larger locations or travelling. The local offer is also likely to be opened first in a phased recovery. It is therefore important that we are in a position to engage and retain this market.
- Our competition, whether it be for retail or tourism, will not have gone away and will be fighting hard for their share.

Below and overleaf businesses describe how they are coping with the current situation and their thoughts on the coming months. Overleaf we have set out the new timetable, an opportunity for you to let us know what is happening at the moment and what will help you most when lockdown is eased.

We encourage you to keep following the prevailing advice on isolation and social distancing and look forward, with you, to Ripon businesses fully reopening in the not too distant future.

### Richard Compton

Newby Hall & Chairman of Ripon BID Task Group

“With so much uncertainty in the medium to long term it has never been more difficult for businesses to plan. We must therefore manage our resources with caution whilst delivering current projects in a safe and sustainable manner. Ripon has so much to offer as a destination and we remain hugely optimistic about its future. Indeed we will all have to innovate and adapt to a new way of operating which will present both challenges and opportunities and if we can collectively tackle these challenges I believe we will emerge stronger.”

Robert Sterne, Director



“As independent traders we face a particular challenge as the high street reopens. The loyalty of local customers is our very lifeblood and these customers have had to engage in new ways of shopping, both online and perhaps using competitors more able to provide a delivery service in the past few weeks. As commercial life tries to claw back a semblance of normality once the lockdown starts to lift, then promoting the benefits of high street shopping and the way we engage customers must be our focus. This pandemic has hastened an already inevitable migration to online shopping, but it is now up to local retailers to provide an enhanced shopping experience to secure and reward the loyalty of their customers”.

Rachel Hartridge, Ripon Revivals

## May 2020

Develop key documents (Baseline Statements, Operating Agreement, Governance & Management)

## June 2020

Develop draft business plan

## July 2020

Online business engagement (one-to-one and video workshops)

## August 2020

Develop full business plan

## September 2020

BID Campaign

## October 2020

BID Ballot

## April 2021

Planned start of Ripon BID

## Revised Timeline

Please note that this is based on our current understanding and may need to be further adjusted in line with prevailing advice and restrictions.

## Let us Know

There is work being done by government and industry bodies with regards to how places and businesses will move forward and the image right summarises how this may happen.

More specifically, we would like to know how Ripon businesses are coping with the current restrictions and what would most help your business when those restrictions begin to ease. Please visit the link below and take our short survey.

<https://www.surveymonkey.co.uk/r/CV19BusinessImpactSurvey2020>



“We are ‘Open for Care’. Like other optical practices in the community and indeed up and down the country we have been here for essential and emergency care: donning the PPE, delivering the spectacles and keeping in touch with our furloughed team. Operating in a way we wouldn’t even have imagined at the start of March.

But the biggest difference the month has made has been in how we are thinking and planning for life in our community post COVID-19. And how we can change the way we think about general health for the future whereby working even more collaboratively with our fellow healthcare colleagues to ensure the Ripon community has the best possible access to best patient centred and efficient care going forward.

This is an opportunity to carve out the best possible care for the future given our learnings in such unprecedented times”.

Annette Lyons, Specsavers

## More Information

Do you have questions? If so, contact Sue McGeown, email: [sue@themosaicpartnership.co.uk](mailto:sue@themosaicpartnership.co.uk)

You can also visit the Ripon BID website and for more information on financial and business support: [www.businesssupport.gov.uk](http://www.businesssupport.gov.uk)

[www.riponbid.co.uk](http://www.riponbid.co.uk)